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**FUZZY HIERARCHICAL EVALUATION OF BUSINESS  
WEBSITE PERFORMANCE WITH APPLICATIONS TO  
LUXURY HOTELS**

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**Fuzzy Hierarchical Evaluation of Business Website  
Performance with Applications to Luxury Hotels**

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A thesis submitted in partial fulfillment of the requirements for the degree of

Doctor of Philosophy

**December 2010**

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## **ABSTRACT**

The purpose of the study described in this thesis was to evaluate the usefulness of business websites through a fuzzy hierarchical evaluation approach. The importance of the Internet in hospitality and tourism has attracted considerable attention from both academic researchers and industry practitioners. Since the 1990s, many research studies on website evaluation have presented various approaches to improve the quality of commercial websites. However, very few investigations have evaluated website performance by employing formal algorithms integrating consumer perceptions with evaluation results. In addition, no existing standardized website attributes or guidelines incorporating web design and content are available in the hotel industry. Furthermore, the hotel website evaluation literature rarely compares and contrasts the perceptions of customers from different cultural backgrounds. Given China's large population and huge market potential in terms of travel service customers, investigating Chinese consumers' perceptions of travel websites is of paramount importance.

To bridge these research gaps, this study's objectives were: i) to establish a comprehensive list of attributes for website functionality; ii) to develop a comprehensive list of attributes for website usability; iii) to integrate the applicability of these lists in the Chinese and international contexts; and iv) to assess the usefulness performance of different groups of hotel websites (those of China-based and international luxury hotels) by employing a proposed fuzzy hierarchical Technique for Order Performance by Similarity to Ideal Solution

(TOPSIS) model based on user perceptions.

Both qualitative and quantitative research methodologies were used in this study. The methodology chapter is divided into two main sections. The first section begins by describing a pilot test that assessed the reliability and validity of website usefulness lists in the Chinese and international contexts. A qualitative study subsequently conducted, comprised of eight focus group discussions undertaken to discover new usefulness attributes and ensure the applicability of the newly established usefulness criteria. A survey was then conducted among luxury hotel consumers to determine perceptions of luxury hotel websites from the perspectives of Mainland Chinese and international users. Chinese and international online travel service users were then invited to evaluate 30 China-based and 30 international luxury hotel websites.

The findings of this study resulted in five new usefulness attributes, thus adding to the newly developed website usefulness list. The list was used to determine international and Chinese users' perspectives on luxury hotel websites. The findings indicated that although both Chinese and international consumers seek hotel information online, Chinese consumers are more concerned about detailed hotel information. In contrast, international consumers prefer to explore online and pay more attention to web structure. The usefulness performance of China-based and international luxury hotel websites was also assessed. The results revealed that international hotel websites perform better than their Chinese counterparts. The

preferences of Chinese and international online consumers were also investigated according to the best and worst-performed hotel websites selected and displayed.

The major contribution of this study is to introduce a novel and potentially useful website evaluation approach that can be used to capture both Chinese and international users' perceptions. The new approach integrates both hotel website functionality and usability dimensions to evaluate the usefulness of luxury hotel websites from a holistic perspective. Luxury hotels are selected on the basis of their financial ability to establish competitive websites.

**Keywords:** Luxury hotel website evaluation; usefulness; functionality; usability; China-based hotels; international hotels; fuzzy modeling

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## TABLE OF CONTENTS

<b>ABSTRACT .....</b>	<b>I</b>
<b>ACKNOWLEDGEMENTS.....</b>	<b>IV</b>
<b>CHAPTER 1. INTRODUCTION .....</b>	<b>1</b>
1.1 CHAPTER INTRODUCTION .....	1
1.2 RESEARCH BACKGROUND .....	1
1.3 SCOPE OF STUDY .....	5
1.4 RESEARCH OBJECTIVES .....	5
1.5 SIGNIFICANCE OF THE STUDY .....	6
1.5.1 Theoretical Contributions .....	7
1.5.2 Practical Contributions.....	8
1.6 DEFINITIONS OF TERMS .....	9
1.7 STRUCTURE OF THE THESIS .....	11
<b>CHAPTER 2. LITERATURE REVIEW .....</b>	<b>12</b>
2.1 CHAPTER INTRODUCTION .....	12
2.2 THE INTERNET IN BUSINESS .....	12
2.2.1 The Internet in Hotel and Tourism.....	14
2.3 WEBSITE EVALUATION IN BUSINESS .....	15
2.3.1 Website Evaluation in Hotel and Tourism .....	16
2.3.2 Review of Website Evaluation Methods in Hotel and Tourism .....	18

2.3.2.1 New Evaluation Model/Instrument Development .....	34
2.3.2.2 Website Evaluation Using an Adopted or Modified Model/Instrument .....	37
2.3.2.3 Conclusion of Methodological Approaches for the Evaluation of Tourism Websites .....	46
2.4 WEBSITE PERFORMANCE .....	48
2.4.1 Website Usefulness .....	49
2.4.2 Website Service.....	51
2.4.3 Website Physical Accessibility with Special Services to Disabled Users	53
2.4.4 Other Frameworks for Website Evaluation .....	54
2.4.5 Website Usefulness Evaluation for Hotels.....	55
2.4.5.1 Hotel Website Functionality Attributes.....	58
2.4.5.2 Hotel Website Usability Attributes.....	65
2.4.5.3 Summary of Hotel Website Usefulness.....	69
2.5 CHINA’S ONLINE TRAVEL MARKET .....	70
2.5.1 Characteristics of Chinese Consumers.....	72
2.6 RESEARCH GAP .....	73
2.7 CHAPTER SUMMARY .....	74
<b>CHAPTER 3. METHODOLOGY .....</b>	<b>76</b>
3.1 CHAPTER INTRODUCTION .....	76

3.2 RESEARCH MOTIVATIONS .....	76
3.3 RESEARCH DESIGN .....	77
3.4 DATA COLLECTION AND ANALYSIS.....	82
3.4.1 Section One: Pilot Study and Group Discussions .....	83
3.4.1.1 Pilot Study.....	83
3.4.1.2 Focus Group Discussions .....	87
3.4.2 Section Two: Main Study.....	91
3.4.2.1 Perceived Importance of Website Usefulness Attributes ( <i>Questionnaire 1</i> ).....	91
3.4.2.2 Website Performance Evaluation ( <i>Group Discussion</i> ).....	92
3.4.3 Sampling Method and Sample .....	94
3.5 CHAPTER SUMMARY .....	99
 <b>CHAPTER 4. A MODIFIED FUZZY HIERARCHICAL TOPSIS MODEL</b> .....	<b>100</b>
4.1 CHAPTER INTRODUCTION .....	100
4.2 MULTIPLE CRITERIA DECISION MAKING (MCDM).....	100
4.3 INTRODUCTION OF FUZZY HIERARCHICAL TOPSIS MODEL.....	101
4.4 MODELING PROCESS OF FUZZY HIERARCHICAL TOPSIS MODEL .....	103
4.4.1 Weight of Criterion .....	114
4.5 CHAPTER SUMMARY .....	116

<b>CHAPTER 5. FINDINGS AND DISCUSSION .....</b>	<b>117</b>
5.1 CHAPTER INTRODUCTION .....	117
5.2 FOCUS GROUP DISCUSSION .....	118
5.2.1 Chinese Focus Group Discussion .....	118
5.2.1.1 Chinese Consumers' Perceptions of Hotel Websites .....	119
5.2.1.2 New Perceptions of Hotel Websites from Chinese Consumers.....	121
5.2.2 International Focus Group Discussion .....	123
5.2.2.1 International Perceptions on Hotel Websites .....	124
5.2.2.2 International Perceptions on Pilot Questionnaire.....	126
5.2.2.3 International Users' Perceptions on the Attributes Collected From Chinese Consumers.....	127
5.2.3 Comparison of International and Chinese Online Consumers' Perceptions on Hotel Websites .....	130
5.3 PERCEIVED IMPORTANCE OF WEBSITE USEFULNESS .....	133
5.3.1 Profile of Respondents .....	133
5.3.2 Importance of Website Usefulness Dimensions .....	136
5.3.3 Importance of Website Functionality.....	139
5.3.4 Importance of Website Usability .....	143
5.3.5 Perceived Different Importance of Website Usefulness between Chinese and International Consumers.....	146



5.4 HOTEL WEBSITE PERFORMANCE .....	147
5.4.1 Evaluators' Profile .....	148
5.4.2 Usefulness Performance of China-based Luxury Hotel Websites .....	151
5.4.3 Usability Performance of China-based Luxury Hotel Websites .....	155
5.4.3.1 <i>International Users' Perceptions of Usability Performance of</i> <i>China-based Luxury Hotel Websites</i> .....	159
5.4.3.2 <i>Chinese Users' Perceptions of Usability Performance of China-based</i> <i>Luxury Hotel Websites</i> .....	167
5.4.4 Functionality Performance of China-based Luxury Hotel Websites .....	175
5.4.4.1 <i>International Users' Perceptions of Functionality Performance of</i> <i>China-based Luxury Hotel Websites</i> .....	179
5.4.4.2 <i>Chinese Users' Perceptions of Functionality Performance of</i> <i>China-based Luxury Hotel Websites</i> .....	189
5.4.5 Usefulness Performance of International Luxury Hotel Websites .....	197
5.4.6 Usability Performance of International Luxury Hotels Websites .....	200
5.4.6.1 <i>Chinese Users' Perceptions of Usability Performance of International</i> <i>Luxury Hotel Websites</i> .....	203
5.4.6.2 <i>International Users' Perceptions of Usability Performance of</i> <i>International Luxury Hotel Websites</i> .....	211
5.4.7 Performance of International Luxury Hotel Websites in Terms of Functionality .....	220

5.4.7.1 Chinese Users' Perceptions of International Luxury Hotel Websites in Terms of Functionality .....	224
5.4.7.2 International Users' Perceptions of International Luxury Hotel Websites in Terms of Functionality.....	235
5.4.8 Discussion on the Performance of China-based and International Luxury Hotel Websites .....	245
5.4.9 Average Score of Each Attribute .....	247
5.4.9.1 Scores of Functionality Attributes.....	248
5.4.9.2 Scores of Usability Attributes .....	251
5.4.10 Comparison between Chinese and International Users' Perceptions of China-based Luxury Hotel Website Performance.....	253
5.4.11 Comparison of Chinese and International Users' Perceptions of International Luxury Hotel Website Performance .....	254
5.4.12 The Merits of this Research Compare with Other Website Evaluation Approaches in Tourism and Hospitality .....	255
5.5 CHAPTER SUMMARY .....	259
<b>CHAPTER6. CONCLUSION AND IMPLICATIONS .....</b>	<b>260</b>
6.1 CHAPTER INTRODUCTION .....	260
6.2 STUDY OVERVIEW.....	260
6.3 IMPLICATIONS .....	263

6.3.1 Theoretical Contributions .....	263
6.3.2 Practical Contributions .....	265
6.4 LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH .....	266
<b>APPENDIX A: QUESTIONNAIRE OF PILOT STUDY .....</b>	<b>269</b>
<b>APPENDIX B: QUESTIONNAIRE OF PILOT STUDY (CHINESE VERSION)</b> <b>.....</b>	<b>273</b>
<b>APPENDIX C: QUESTIONNAIRE OF MAIN STUDY .....</b>	<b>276</b>
<b>APPENDIX D: QUESTIONNAIRE OF MAIN STUDY (CHINESE VERSION)</b> <b>.....</b>	<b>280</b>
<b>APPENDIX E: WEBSITE EVALUATION QUESTIONS .....</b>	<b>284</b>
<b>APPENDIX F: USABILITY PERFORMANCE OF CHINA-BASED LUXURY</b> <b>HOTEL WEBSITES.....</b>	<b>287</b>
<b>APPENDIX G: LOWEST AND HIGHEST SCORE OF CHINA-BASED</b> <b>LUXURY HOTEL WEBSITES.....</b>	<b>317</b>
<b>APPENDIX H: FUNCTIONALITY PERFORMANCE OF CHINA-BASED</b> <b>LUXURY HOTEL WEBSITES.....</b>	<b>321</b>
<b>APPENDIX I: USABILITY PERFORMANCE OF INTERNATIONAL</b> <b>LUXURY HOTEL WEBSITES.....</b>	<b>351</b>
<b>APPENDIX J: LOWEST AND HIGHEST PERFORMANCE SCORE OF</b>	

<b>INTERNATIONAL LUXURY HOTEL WEBSITES .....</b>	<b>382</b>
<b>APPENDIX K: FUNCTIONALITY PERFORMANCE OF THE SELECTED</b>	
<b>INTERNATIONAL LUXURY HOTEL WEBSITES .....</b>	<b>386</b>
<b>REFERENCES.....</b>	<b>417</b>

## LIST OF TABLES

Table 2.1 Travel and Tourism-related Website Evaluation Studies from 1996 to July 2009	
.....	20
Table 2.2 Reservation Information Attributes .....	60
Table 2.3 Facility Information Attributes .....	61
Table 2.4 Contact Information Attributes .....	62
Table 2.5 Website Management Attributes.....	63
Table 2.6 Surrounding Information Attributes .....	64
Table 2.7 Accessibility Attributes.....	64
Table 2.8 Overall Layout and Appearance Attributes .....	66
Table 2.9 Website Friendliness (ease-of-use) Attributes .....	67
Table 2.10 Language Attributes.....	68
Table 2.11 Navigation Attributes.....	69
Table 3.1 China-based Hotel List .....	97
Table 3.2 International Hotel List .....	98
Table 4.1 Importance (Linguistic Terms Represented by Triangular Fuzzy Numbers) .....	105
Table 4.2 Performance (Linguistic Terms Represented by Triangular Fuzzy Numbers) ....	105
Table 5.1 Profile of Chinese Discussion Groups .....	118
Table 5.2 Profile of International Discussion Groups.....	124
Table 5.3 Compare International and Chinese Participants' Perceptions on Hotel Websites	
.....	132

Table 5.4 Profile of Respondents.....	135
Table 5.5 Importance of Website Usefulness Dimensions .....	138
Table 5.6 Importance of Website Functionality.....	141
Table 5.7 Importance of Website Usability .....	144
Table 5.8 Profile of Chinese Evaluators .....	149
Table 5.9 Profile of International Evaluators .....	150
Table 5.10 Usefulness Performance of China-based Luxury Hotel Websites .....	153
Table 5.11 Usability Performance of China-based Luxury Hotel Websites .....	157
Table 5.12 Usability Performance of Lijiang Water Fall (Guilin) Website .....	160
Table 5.13 Usability Performance of Empark Hotel (Fuzhou) Website .....	164
Table 5.14 Usability Performance of White Swan Hotel (Guangzhou) Website.....	168
Table 5.15 Usability Performance of International Conference Hotel (Nanjing) Website ..	173
Table 5.16 Functionality Performance of China-based Luxury Hotel Websites .....	177
Table 5.17 Functionality Performance of Lijiang Water Fall (Guilin) Hotel Website .....	180
Table 5.18 Functionality Performance of Sweet Land Hotel (Dalian) Website .....	185
Table 5.19 Functionality Performance of White Swan Hotel (Guangzhou) Website .....	190
Table 5.20 Usefulness Performance of International Luxury Hotel Websites.....	198
Table 5.21 Usability Performance of International Hotel Websites .....	201
Table 5.22 Usability Performance of Quinta do Lago Hotel Website .....	204
Table 5.23 Usability Performance of Hotel Le St-James Website.....	208
Table 5.24 Usability Performance of Schlössle Hotel Website .....	215

Table 5.25 Functionality Performance of International Luxury Hotel Websites .....	222
Table 5.26 Functionality Performance of Thurnher's Alpenhof Hotel Website.....	225
Table 5.27 Functionality Performance of Le St-James Hotel Website .....	231
Table 5.28 Functionality Performance of Rittenhouse Hotel Website.....	236
Table 5.29 Functionality Performance of Schlössle Hotel Website.....	242
Table 5.30 Average Score of Functionality Attributes .....	250
Table 5.31 Average Score of Usability Attributes .....	252
Table 5.32 China-based Luxury Hotel Website Performance .....	253
Table 5.33 International Luxury Hotel Website Performance .....	254

## LIST OF FIGURES

Figure 2.1 Website Evaluation Frameworks .....	55
Figure 3.1 A Schematic Sketch of the Methodology .....	80
Figure 3.2 Explanation of Stage Four .....	81
Figure.3.3 Origin of Respondents .....	86
Figure 3.4 Triangular Fuzzy Numbers .....	92
Figure 4.1 Modeling Process of Modified Fuzzy Hierarchical TOPSIS Model .....	104
Figure 4.2 Triangular Fuzzy Numbers .....	105
Figure 4.3 Hierarchy Considered in the Fuzzy TOPSIS Algorithm .....	106
Figure 4.4 $\alpha$ -cut Set of Fuzzy Numbers.....	110
Figure 4.5 Left and Right Removals of $S_{ij}$ .....	112
Figure 5.1 Nationalities of International Respondents.....	136
Figure 5.2 Regions of Respondents .....	136
Figure 5.3 Best Performed China-based Hotel Website in Terms of Usability to International Users (1).....	161
Figure 5.4 Best Performed China-based Hotel Website in Terms of Usability to International Users (2).....	162
Figure 5.5 Best Performed China-based Hotel Website in Terms of Usability to International Users (3).....	162
Figure 5.6 Best Performed China-based Hotel Website in Terms of Usability to International Users (4).....	163



Figure 5.7 Worst Performed China-based Hotel Website in Terms of Usability to International Users (1) .....	166
Figure 5.8 Worst Performed China-based Hotel Website in Terms of Usability to International Users (2) .....	167
Figure 5.9 Best Performed China-based Hotel Website in Terms of Usability to Chinese Users (1).....	170
Figure 5.10 Best Performed China-based Hotel Website in Terms of Usability to Chinese Users (2).....	170
Figure 5.11 Best Performed China-based Hotel Website in Terms of Usability to Chinese Users (3).....	171
Figure 5.12 Best Performed China-based Hotel Website in Terms of Usability to Chinese Users (4).....	171
Figure 5.13 Worst Performed China-based Hotel Website in Terms of Usability to Chinese Users (1).....	174
Figure 5.14 Worst Performed China-based Hotel Website in Terms of Usability to Chinese Users (2).....	175
Figure 5.15 Worst Performed China-based Hotel Website in Terms of Usability to Chinese Users (3).....	175
Figure 5.16 Best Performed China-based Hotel Website in Terms of Functionality to International Users (1) .....	181
Figure 5.17 Best Performed China-based Hotel Website in Terms of Functionality to	

International Users (2) .....	182
Figure 5.18 Best Performed China-based Hotel Website in Terms of Functionality to	
International Users (3) .....	182
Figure 5.19 Best Performed China-based Hotel Website in Terms of Functionality to	
International Users (4) .....	183
Figure 5.20 Best Performed China-based Hotel Website in Terms of Functionality to	
International Users (5) .....	183
Figure 5.21 Worst Performed China-based Hotel Website in Terms of Functionality to	
International Users (1) .....	186
Figure 5.22 Worst Performed China-based Hotel Website in Terms of Functionality to	
International Users (2) .....	186
Figure 5.23 Worst Performed China-based Hotel Website in Terms of Functionality to	
International Users (3) .....	188
Figure 5.24 Best Performed China-based Hotel Website in Terms of Functionality to	
Chinese Users (1).....	191
Figure 5.25 Best Performed China-based Hotel Website in Terms of Functionality to	
Chinese Users (2).....	191
Figure 5.26 Best Performed China-based Hotel Website in Terms of Functionality to	
Chinese Users (3).....	192
Figure 5.27 Best Performed China-based Hotel Website in Terms of Functionality to	
Chinese Users (4).....	192

Figure 5.28 Best Performed China-based Hotel Website in Terms of Functionality to Chinese Users (5).....	193
Figure 5.29 Best Performed China-based Hotel Website in Terms of Functionality to Chinese Users (6).....	193
Figure 5.30 Best Performed China-based Hotel Website in Terms of Functionality to Chinese Users (7).....	193
Figure 5.31 Best Performed China-based Hotel Website in Terms of Functionality to Chinese Users (8).....	194
Figure 5.32 Worst Performed China-based Hotel Website in Terms of Functionality to Chinese Users (1).....	195
Figure 5.33 Worst Performed China-based Hotel Website in Terms of Functionality to Chinese Users (2).....	195
Figure 5.34 Worst Performed China-based Hotel Website in Terms of Functionality to Chinese Users (3).....	195
Figure 5.35 Worst Performed China-based Hotel Website in Terms of Functionality to Chinese Users (4).....	196
Figure 5.36 Best Performed International Hotel Website in Terms of Usability to Chinese Users (1).....	205
Figure 5.37 Best Performed International Hotel Website in Terms of Usability to Chinese Users (2).....	206
Figure 5.38 Best Performed International Hotel Website in Terms of Usability to Chinese	

Users (3).....	207
Figure 5.39 Worst Performed International Hotel Website in Terms of Usability to Chinese	
Users (1).....	209
Figure 5.40 Worst Performed International Hotel Website in Terms of Usability to Chinese	
Users (2).....	210
Figure 5.41 Worst Performed International Hotel Website in Terms of Usability to Chinese	
Users (3).....	210
Figure 5.42 Worst Performed International Hotel Website in Terms of Usability to Chinese	
Users (4).....	211
Figure 5.43 Worst Performed International Hotel Website in Terms of Usability to Chinese	
Users (5).....	211
Figure 5.44 Best Performed International Hotel Website in Terms of Usability to	
International Users (1) .....	212
Figure 5.45 Best Performed International Hotel Website in Terms of Usability to	
International Users (2) .....	212
Figure 5.46 Best Performed International Hotel Website in Terms of Usability to	
International Users (3) .....	213
Figure 5.47 Best Performed International Hotel Website in Terms of Usability to	
International Users (4) .....	213
Figure 5.48 Best Performed International Hotel Website in Terms of Usability to	
International Users (5) .....	214

Figure 5.49 Worst Performed International Hotel Website in Terms of Usability to International Users (1) .....	217
Figure 5.50 Worst Performed International Hotel Website in Terms of Usability to International Users (2) .....	218
Figure 5.51 Worst Performed International Hotel Website in Terms of Usability to International Users (3) .....	219
Figure 5.52 Worst Performed International Hotel Website in Terms of Usability to International Users (4) .....	219
Figure 5.53 Best Performed International Hotel Website to in Terms of Functionality to Chinese Users (1).....	227
Figure 5.54 Best Performed International Hotel Website in Terms of Functionality to Chinese Users (2).....	228
Figure 5.55 Best Performed International Hotel Website in Terms of Functionality to Chinese Users (3).....	228
Figure 5.56 Best Performed International Hotel Website in Terms of Functionality to Chinese Users (4).....	229
Figure 5.57 Best Performed International Hotel Website in Terms of Functionality to Chinese Users (5).....	229
Figure 5.58 Best Performed International Hotel Website in Terms of Functionality to Chinese Users (6).....	230
Figure 5.59 Worst Performed International Hotel Website in Terms of Functionality to	

Chinese Users (1).....	232
Figure 5.60 Worst Performed International Hotel Website in Terms of Functionality to Chinese Users (2).....	233
Figure 5.61 Worst Performed International Hotel Website in Terms of Functionality to Chinese Users (3).....	233
Figure 5.62 Worst Performed of International Hotel Website to Chinese Users (4) .....	234
Figure 5.63 Worst Performed International Hotel Website in Terms of Functionality to Chinese Users (5-a).....	234
Figure 5.63 Worst Performed International Hotel Website in Terms of Functionality to Chinese Users (5-b).....	235
Figure 5.64 Best Performed International Hotel Website in Terms of Functionality to International Users (1) .....	238
Figure 5.65 Best Performed International Hotel Website in Terms of Functionality to International Users (2) .....	239
Figure 5.66 Best Performed International Hotel Website in Terms of Functionality to International Users (3) .....	239
Figure 5.67 Best Performed International Hotel Website in Terms of Functionality to International Users (4) .....	240
Figure 5.68 Best Performed International Hotel Website in Terms of Functionality to International Users (5) .....	241
Figure 5.69 Worst Performed International Hotel Website in Terms of Functionality to	

International Users (1) .....	243
Figure 5.70 Worst Performed International Hotel Website in Terms of Functionality to	
International Users (2) .....	243
Figure 5.71 Worst Performed International Hotel Website in Terms of Functionality to	
International Users (3) .....	244

# **CHAPTER 1. INTRODUCTION**

## **1.1 Chapter Introduction**

This chapter introduces the study. The research background is first discussed, followed by the scope of the research. The research objectives, contributions and structure of this thesis are presented at the end of the chapter.

## **1.2 Research Background**

The Internet has been widely used in business applications since the early 1990s (Law & Hsu, 2006). In general, it serves as a valuable tool for both suppliers and consumers in disseminating information, communication, and online purchasing. The rapid growth in the number of online users is clear evidence of the importance of this technological milestone. According to Internet World Stats (2010), the global population of Internet users increased significantly from 2000 to 2010, rising by a total of 100%. The Internet has had a massive impact on the tourism industry, with many travelers searching for and comparing prices before booking travel services (Law & Huang, 2006; Morrison, Taylor & Douglas, 2004).

The hotel industry is a major part of the tourism industry, having long been



recognized as among the most ‘globalized’ industries in the service sector (Uysal, Lu & Reid, 1986; Whitla, Walers & Davies, 2007). Weeks and Crouch (1999) indicated that in the Internet era, the manner in which hotel customers search for information and make purchases has changed. Researchers predicted that an increasing number of people would search for and book hotel rooms online, and that at least one-third of all hotel bookings would be completed online by 2010 (Chung & Law, 2003; Hawela, Boyle & Murray, 2007). Hotels receive a significant number of reservations from all over the world as they offer a place for travelers to stay. Researchers and practitioners are currently paying closer attention to the online hotel industry to analyze how to gain market advantages and remain competitive.

In the context of China, the tourism industry has been growing rapidly in recent years. China is predicted to become the world’s most popular travel destination by 2020 (China Daily News, 2004; Qi, Buhalis & Law, 2007; Wang, Yu & Avgoustis, 2005). With an increasing number of international and domestic tourists, accommodation in particular will grow rapidly (Pine & Philips, 2005). In addition, China has immense potential in the e-tourism market, being the top country in terms of number of Internet users by the end of June 2008 (CNNIC, 2008). It is therefore necessary to develop China’s online travel market further. However, Chinese culture is unique and its tourism industry remains in the infancy stage, especially when measured by development of the e-tourism industry (Li & Buhalis, 2006). As a result, online Chinese consumers tend to search for product information and recommendations, but little is known about how they search for information on websites (Fong & Burton, 2008). They prefer to visit websites that provide multimedia information (Bai, Law & Wan, 2008). Hence, Chinese users’ online

behavior may be considerably different from that of international users (Fong & Burton, 2008).

To hoteliers, a website may be regarded as an electronic platform for profitability (Chung & Law, 2003). Hoteliers can use their own websites as an effective advertising and marketing tool to promote sales and attract more consumers (Au Yeung & Law, 2006; Wan, 2002). One question that arises is whether hotel websites can serve the needs of both international and domestic tourists. Thus, it is crucial to investigate the potential differences between Chinese and international hotel website users. In addition, it is important to develop an understanding of users' online behavior and to examine hotel website features and usability functions that affect web users' beliefs, attitudes, and intentions towards online communication tools.

Since the late 1990s, many published articles have put forward various approaches to improve the quality of commercial websites and determine which factors may influence online service quality, consumers' online perceptions, and decision-making processes with regard to e-business (Law & Hsu, 2006). Researchers have concluded that an effective website should be informative and user-friendly, offering efficiency to consumers (Au Yeung & Law, 2006; Chung & Law, 2003; Lu & Yeung, 1998), and Jeong and Lambert (2001) stated that consumers perceive quality of information on products and services as the most crucial factor in online decision-making.

Website usefulness encompasses website functionality and usability, both of which affect consumers' online behavior. While functionality refers to website content, usability involves website design or ease-of-use (Lu & Yeung, 1998). Nielsen (1993)

proposed that usability comprises five attributes: an easy learning curve, efficiency of use, ease in remembering information, few errors, and user satisfaction. These attributes can serve as criteria for evaluating the usefulness of a hotel website in fulfilling consumers' needs and expectations.

As noted earlier, the hotel industry is a major component of the tourism industry, and the increasing number of online reservations demonstrates the importance of the online hotel industry to the hotel business as a whole. However, no existing standardized website attributes or guidelines that incorporate website design and website content are currently available within the hotel industry (Law, 2005, 2007). Moreover, the hotel website evaluation literature does not compare the behavior of different groups of online customers based on their different cultural backgrounds. To address this research gap, this study presents a new website evaluation framework for evaluating the usefulness of hotel websites. The study focuses on different perceptions of hotel websites among users in mainland China (hereafter known as Chinese users) and international users, and explores how these different perceptions affect their judgment on the usefulness of hotel websites.

This thesis not only provides a new framework that can be used to measure overall website performance, but also presents a fuzzy hierarchical TOPSIS method that assists in the evaluation process. The fuzzy TOPSIS method was developed by Hwang and Yoon (1981) to solve the Multiple Criteria Decision Making (MCDM) problem. This method has been proved to be one of the most effective methods of addressing ranking issues (Bottani & Rizzi, 2006).

### **1.3 Scope of Study**

A large number of hotel website evaluation studies have been conducted in the Western context (Kim, Ma & Kim, 2006). However, whether the findings of these studies are applicable to the Chinese context to reflect overall website performance remains uncertain. Moreover, the literature includes very few published articles on China's hotel industry. The gap in the literature spans three areas: a comprehensive hotel website usefulness evaluation framework, an appropriate evaluation method, and a comparison of Chinese online customers' perceptions of hotel websites with those of international users to help to determine the difference between these two groups.

This study investigated evaluations of 60 luxury hotel websites, including the websites of 30 international luxury hotels and 30 China-based luxury hotels defined as those owned and managed by Chinese people in Mainland China. The minimum sample size for a normal sampling distribution is 30 (Mendenhall & Beaver, 1995). The study mainly focused on examining website usefulness performance, a construct further defined as consisting of usability and functionality. In addition, to rank evaluation results based on website performance, the research findings indicate the differences between Chinese and international hotel website online consumers.

### **1.4 Research Objectives**

This study attempted to evaluate the usefulness performance of hotel websites by integrating website functionality and usability into a modified fuzzy TOPSIS model used to assist the overall calculation process. Prior studies have rarely focused on assessing a website's usefulness performance while comparing the perceptions of different groups of users on hotel website attributes. To fill in the research gap, three research questions are addressed. 1. What are the major factors affecting website usefulness performance? 2. What are the similarities and differences in the perceptions of Chinese and international users on hotel website usefulness? 3. How do luxury hotel websites perform, and which areas require improvements? The following research objectives were set to answer these questions:

- i) to develop a comprehensive list of attributes for website functionality based on the literature;
- ii) to establish a comprehensive list of attributes for website usability based on the literature;
- iii) to integrate the applicability of these two lists in the Chinese and international contexts; and
- iv) to assess the usefulness (functionality and usability) performance of different groups of hotel websites (those of China-based and international luxury hotels) using a fuzzy TOPSIS hierarchical model based on users' perceptions.

## **1.5 Significance of the Study**

This study makes a number of important contributions to research on hotel websites.

It is the first study to integrate the attributes of hotel website functionality and usability in assessing website usefulness performance. A scientific model was employed to capture users' perceptions and evaluate leading hotels in the Chinese and worldwide markets. The following sections describe the theoretical and practical contributions the study makes in more detail.

### **1.5.1 Theoretical Contributions**

This study makes three contributions to the literature. First, it proposes an integrated approach that combines a theoretical framework with scientific algorithms. Despite prior efforts to investigate consumers' perceptions and evaluations of website performance, few previous studies have focused on examining the overall usefulness performance of hotel websites. Those studies that have done so have merely assessed certain parts of websites, often resulting in unrepresentative or incomprehensive evaluation results. Hence, this study adds to existing theoretical knowledge by providing a novel business website evaluation approach.

The second theoretical contribution of this study is to present a new website usefulness evaluation framework with newly identified attributes. It integrates hotel website functionality and usability dimensions and models a website's usefulness performance based on users' perceptions. More importantly, this newly developed website usefulness framework can be applied to both China and the international context. Therefore, this study contributes to the literature by addressing the research gap in business website evaluation studies.

The third theoretical contribution of this study is to present a modified fuzzy hierarchical model that integrates website evaluation results with attribute importance and produces a hierarchical set of results expressed in crisp values. The study incorporates scientific algorithms into a website evaluation process that points in a new direction for business website evaluation studies.

### **1.5.2 Practical Contributions**

This study makes three practical contributions. First, the hospitality literature includes only a limited number of prior studies that examined the views of Chinese consumers on the importance of both website functionality and website usability. This study represents a novel attempt to integrate the attributes of hotel website functionality and usability into a hotel website evaluation framework and compares the perceptions of Chinese and international users on these attributes.

Second, the research findings indicate how Chinese and international online consumers perceive a select group of luxury hotel websites and reflect their overall performance. Website designers are provided with appropriate recommendations that will enable them to improve the overall performance of their websites and ensure they remain competitive. The findings of this study will benefit the hotel industry at large through determining and comparing the perceptions of Chinese and international users of hotel websites. The research results reflect the expectations of both Chinese and international online users and will help hoteliers to enhance their website

performance by meeting user needs.

The third practical contribution of this study lies in the importance of its overriding objective: to provide a hierarchical list of hotels based on hotel website performance. A list of the best and worst performing Chinese and international hotel websites in terms of usability and functionality is provided. The research findings give examples to practitioners on how to improve and develop their websites.

## 1.6 Definitions of Terms

China-based luxury hotels are luxury hotels owned and managed by Chinese people in Mainland China.

E-Tourism Buhalis (2003) defined e-tourism as the use of information and communication technologies (ICTs) in the tourism industry. It includes all intranet, extranet, and Internet applications, as well as strategic management and marketing issues related to the use of technology.

Fuzzy Set Theory Fuzzy set theory was introduced by Zadeh (1965). It permits the gradual assessment of membership of elements in a set. This is described with the aid of a membership function valued in the real unit interval  $[0, 1]$ . Zadeh (1965) defined a fuzzy set as follows: a pair  $(A, m)$  where  $A$  is a set and  $m: A \rightarrow [0, 1]$ . For each  $x \in A$ ,  $m(x)$  is the grade of membership of  $x$ .  $x \in (A, m) \Leftrightarrow x \in A \wedge m(x) \neq 0$ .



If  $A = \{x_1 \dots x_n\}$ , the fuzzy set  $(A, m)$  can be denoted as  $\{m(z_1) / z_1 \dots m(z_n) / z_n\}$ . An element mapping to the value 0 means that the member is not included in the fuzzy set, whereas 1 describes a fully included member. Values strictly between 0 and 1 characterize the fuzzy members (Dubois & Prade, 1988; Zadeh, 1965).

ICT The abbreviation for Information and Communications Technologies (Oxford Dictionary, 2010), ICT consists of IT used to handle information and communication, including computer and network hardware, as well as the necessary software.

Internet The Internet is a globally interconnected system of computer networks that provides information on many subjects and enables users to exchange messages. According to the American Heritage Dictionary (2000), the Internet is an interconnected system of networks that connects computers around the world via transmission control protocol/Internet protocol (TCP/IP). TCP/IP is a set of standards for transmitting and receiving digital data (American Heritage Science Dictionary, 2005).

International users/groups Users/groups from regions outside mainland China.

Luxury hotels Different regions or countries have different standards on how to define a luxury hotel. In this study, a luxury hotel is defined on the basis of consumers' hotel visiting experiences.

Website A website is different from a webpage. It is a collection of webpages that contain information on a particular subject (Collins Essential English Dictionary, 2006).

## **1.7 Structure of the Thesis**

The structure of this thesis is organized as follows. Chapter 1 introduces the background and significance of the study. Chapter 2 reviews Internet technologies and applications in the hotel and tourism industry. It discusses the uniqueness of Chinese consumers and the China tourism market. The end of chapter sets out a new summarized list of website usefulness attributes and proposes a new direction for website evaluation. Chapter 3 presents the research motivation and the design of the research methodology. Chapter 4 illustrates and describes in detail the fuzzy hierarchical TOPSIS model. Chapter 5 presents the research findings and discussions. Chapter 6 summarizes the thesis by presenting conclusions, implications, and suggestions for future study.

## **CHAPTER 2. LITERATURE REVIEW**

### **2.1 Chapter Introduction**

This chapter reviews published articles on Internet technologies and applications to the tourism industry. It introduces China's e-tourism market and the uniqueness of Chinese online customers. This chapter primarily aims to identify research gaps in the existing literature and review the use of website evaluation models in tourism. These evaluation methods are generally classified into different categories and each category is explained.

### **2.2 The Internet in Business**

In the past 20 years ICTs have changed and globalized business worldwide (Bauer, Falk & Hammerschmidt, 2006; Li & Suomi, 2007). In particular, the Internet has become an indispensable tool for marketers and consumers for both communicating information and online purchasing (Dellaert & Kahn, 1999). The number of online users has grown 444.8% globally since 2000 (Internet Usage and World Population Statistics, 2010). Along with the increase in the number of websites, a huge potential market exists on the Internet. Thus, various industries have joined the highly competitive electronic market to serve worldwide customers (Li & Suomi, 2007),

and since it benefits both consumers and suppliers, the Internet market is expected to expand further in the future.

On the demand side, the major difference between physical shopping and online shopping lies in the latter enabling customers to communicate with suppliers directly. Furthermore, the entire information searching and purchasing process has no geographical or time constraints (Karayanni, 2003). More importantly, online purchasing enables customers to choose their preferred products or services after comparing different suppliers and prices. Yang, Lester, and James (2007) stated that convenience and cheaper costs are two major reasons that drive consumers to buy online.

For suppliers, the online medium provides a relatively fair competitive environment with their business partners. Suppliers can leverage the Internet to market products and serve customers online on a global scale. It offers a platform for sharing global information, as well as provides an electronic communication forum to facilitate and process business transactions (González & Palacios, 2004). Since the cost of setting up a website is low, most, if not all, companies can establish their online presence (Law & Hsu, 2006). In addition, consumers can provide their feedback on service and products directly on the website. On the basis of the feedback, suppliers can have better understanding of consumers' needs and subsequently improve their service and product offering (Buhalis, 2003).

### **2.2.1 The Internet in Hotel and Tourism**

At present, the Internet is widely applied in most, if not all, business areas, especially in the hotel and tourism industry. Studies reveal that travellers tend to use the Internet to search for related information prior to booking their travel services (Law & Huang, 2006; Morrison, Taylor & Douglas, 2004). Thus, emerging Internet applications designed for the travel and tourism industry have largely changed the traditional market. Comparing with traditional distribution channels, online channels have replaced the conventional intermediaries at certain levels (Law, Chan & Goh, 2007). The Internet can serve as an effective marketing tool in tourism is widely accepted (Buhalis, 2003; Buhalis & Law, 2008). It is a valuable tool for both suppliers and consumers for information dissemination, communication, and online purchasing. The rapid growth in the number of online users and the increasing rate of online transactions provide clear evidence of the popularity of the technology. Given these, the online travel market important to both academia and business.

Businesses, including customer-oriented and information-intensive tourism enterprises, are increasingly adopting e-business models to achieve their organizational goals. Maintaining an effective website has become vital for a business to strengthen its customer relationships and gain a larger market segment. In response to consumers' increasing expectations and to establish qualified and useful hotel websites, researchers should endeavor to understand users' communication behaviors, examine hotel website features that may affect web users' beliefs, attitudes, and intentions towards online communication tools, and help

hoteliers to improve their web quality and usefulness for consumers.

Academic researchers have long advocated the importance of assessing website effectiveness. Lu and Yeung (1998), who were pioneers in the field, proposed a framework for evaluating website performance in which the usefulness of a website is estimated based on its functionality and usability. Evans and King (1999), Stern (2002), and Stout (1997) stated that website performance can be determined by network statistics such as hit rate and log analysis. However, Fletcher, Poon, Pearce, and Comber (2002) noted that network statistics are subject to number limitations, including misleading and incomplete information. Patton (2002) stated that practitioners should not analyze server log data.

### **2.3 Website Evaluation in Business**

As a newly emerging research area, website evaluation has no globally accepted definition. However, the US Department of Health and Human Services (2006) broadly characterizes website evaluation as the act of determining a correct and comprehensive set of user requirements, ensuring that a website provides useful content that fulfills user expectations and sets usability goals.

In the existing literature, many research studies have focused on evaluating performance or quality that assists practitioners in enhancing their websites (Luo & Seyedian, 2003; Moustakis, Tsironis & Litos, 2006; Yen, Hu & Wang, 2007). The

concept of e-commerce indicates that a website not only performs well in technical terms, but raises awareness on the importance of online communications and customer satisfaction as well (Tong, Duffy, Cross, Tsung & Yen, 2005). Additionally, Grioroudis, Litos, Moustakis, Politis, and Tsironis (2007) stated that navigation, structure, and design are generally technical in nature, and website personality appearance and multimedia performance are used to test consumer perceptions and satisfaction. Consumers pay greater attention to products' ease of use. As such, their acceptability of a product largely depends on ease of use and their physical, mental, and psychological characteristics (Kanis, 1998).

### **2.3.1 Website Evaluation in Hotel and Tourism**

In the context of tourism, Jang (2004) stated that online information search would become a major trend among travelers, with online reservations for travel products and services becoming an important application (Law & Bai, 2006). Corigliano and Baggio (2006) argued that the quality and performance of commercial websites should be monitored. In brief, website evaluation is of interest to academic researchers and industrial practitioners. Law and Hsu (2006) observed that published articles have presented various approaches and made efforts to improve the quality of commercial websites. Leung and Law (2006) reviewed information technology publications in leading tourism journals in 1985 to 2004, concluding that networking was the most popular research area, with the highest growth rate. These studies demonstrate that travel website-related studies have become significant to both industrial practitioners and academic researchers.

Recently, review articles on tourism website evaluation have been published. Morrison, Taylor, and Douglas (2004) reviewed the application of the Balanced Scorecard (BSC) method in tourism, proposing a modified BSC method for future tourism and hospitality website evaluation. The authors predicted that benchmarking would be a major approach in future research in this area. A benchmarking approach combines user perceptions with website performance to help owners identify the strengths and weaknesses in comparison with those of their competitors. Further, it informs owners on the best practical examples in the industry. Hashim, Murphy, and Law (2007) focused on website design frameworks in their review of articles published from the 1990s to 2006. The authors extracted five dimensions of website quality based on the most researched online features of tourism and hospitality: information and process, value addition, relationships, trust, and design and usability. They likewise observed that the most popular attributes of hotel websites were reservations, contact information, promotions, products and services. Similarly, Law and Bai (2006) reviewed published articles on website design and development in the *Journal of Information Technology & Tourism* and the proceedings of ENTER conferences (organized by the International Federation for Information Technology and Travel & Tourism [IFITT]), which are the largest publication channels on technology applications in travel and tourism. The authors observed that the importance of website design was widely recognized, and that a number of website development evaluation instruments have appeared in the tourism field. Additionally, Buhalis and Law (2008) analyzed e-tourism related studies in the past 20 years and predicted the future of e-tourism in the next decade. These studies provided a basic overview of the historical development of website evaluation studies related to framework establishment and evaluation.



### 2.3.2 Review of Website Evaluation Methods in Hotel and Tourism

To provide a comprehensive overview of prior tourism research that pertains to methodological approaches to website evaluation, only studies that investigated website assessment method are selected; prior studies related to new website evaluation measurements or success factors are discussed. As Han and Mills (2006) noted, the use of web technology in tourism marketing began in 1995, this research reviews related tourism studies published from 1996 until early July 2009. Murphy, Forrest, Wotring, and Brymer (1996) conducted a pioneer study that attempted to evaluate tourism and hospitality websites at the early stage of web development.

Information on published articles was gathered from Science Direct (<http://www.sciencedirect.com>), EBSCOHost (<http://search.ebscohost.com>), and Google Scholar (<http://scholar.google.com.hk>), three of the largest and most popular online databases and search engines. Search keywords included *Web site/Website quality*, *Web site/Website evaluation*, *Web site/Website assessment*, and *Web site/Website measurement*. In addition, attempts were made to trace references cited in published articles. After careful screening of articles, published studies directly related to the issue of website evaluation in the tourism and hospitality field were identified.

Table 2.1 lists reviewed publications on tourism website evaluation studies. The list is in chronological order in terms of publication year. The 10 columns briefly describe each publication's author/s and publication year, industrial sector,

geographical region, research method, target sample of evaluation, instrument, evaluation/measurement, dependent variable/s, independent variable/s, and unit of analysis. In general, published articles are categorized into nine main industrial categories, including the following: i) hospitality websites that refer to hotel websites (HWs), restaurant websites (RWs), and lodging websites (LWs); ii) destination websites that include regional tourism authority/organization websites (RTAs/RTOS), attraction websites (AWs), destination management/marketing organization/system websites (DMOs/DMSs), national tourism organization websites (NTOs), rural destination websites (RDWs), visitor information center websites (VICs), attraction websites (AWs), city tourism websites (CTWs), and official tourism websites (OTWs); iii) travel supplier websites that comprise travel agency websites (TAWs), brick-and-mortar travel retailer websites (BMTRs), tourism operator websites (TOWs), and small and medium enterprise websites (SEMs); iv) airline websites (ALWs); v) travel search engine websites (TSEs); vi) travel blogs (TBs); vii) online travel guides (TGs); viii) online travel magazines (TMs); and ix) travel websites (TWs).

**Table 2.1 Travel and Tourism-related Website Evaluation Studies from 1996 to July 2009**

Author/s (Year)	Sector	Region	Methodology	Target Sample	Instrument	Evaluation/ measurement	Dependent Variable/s	Independent Variable/s	Unit of analysis
Murphy, Forrest, and Wotring (1996)	RWs	US	Qualitative, Quantitative	Researchers	C	Home page; Search-engine results; Classification; website basic functions; website communication functions and audiences	Produced marketing strategies based on the performance of each factor	Website performance factors	Web content analysis from suppliers' perspectives
van der Pijl, Haperen, Slikker, and Smits (1996)	TWs	Worldwide	Qualitative	Consumers, Practitioners	No	IT services: Client satisfaction and quality perspectives	Quality of IT services	Factors related to IT services	Gathering perspectives from both clients and practitioners on IT services
Murphy, Forrest, Wotring, and Brymer (1996)	HWs	US	Quantitative, Qualitative	Consumers, Practitioners	C	Home page; Search-engine results; Classification; website basic functions; website communication functions and audiences	Promotion and marketing service, information, interactivity and technology, and management	Website performance factors	Website content counting combined with practitioners' perspectives on e-commerce
Jung and Baker (1998)	NTOs	Worldwide	Quantitative, Qualitative	Researchers, Practitioners	No	Success factors of web design: Internet value for marketing; website design factors	Views on Internet value for marketing; measurement of percentage of using each method and rating factor of website design	Internet value for marketing and factor of website design	Users' views of using the Internet for NTOs with the importance and percentage of website design
Gilbert, Powell-Perry, and Widijoso (1999)	HWs	Worldwide	Quantitative, Qualitative	Practitioners	C	RM (Relationship marketing) model	Percentage of web features' appearances	Web features	Counting Web features, combining with interviewing hotel senior marketing directors

Source: Adopted from Law, Qi and Buhalis (2010)

Table 2.1 (continued)

Author/s (Year)	Sector	Region	Methodology	Target Sample	Instrument	Evaluation/ measurement	Dependent Variable/s	Independent Variable/s	Unit of Analysis
Frew (1999)	DMSs	Austria; England; Ireland; Scotland	Qualitative, Quantitative	Researchers	C	Database, distribution, management, and operation	Weighted score of DMS implementation characteristics and counting results	DMS implementation characteristics	Counting appearances and rating importance of DMS implementation characteristics
Morrison, Taylor, Morrison, and Morrison (1999)	HWs	UK	Quantitative	Researchers	C	Technical, marketing, internal and customer critical success factors	Evaluation results of website performance	Website performance /effectiveness features of a BSC (Balance Scorecard) model	Counting and evaluating website performance
Tierney (2000)	DWs	US	Quantitative	Consumers	No	Test website effectiveness based on consumers' point of view in initial prophase; post; second prophase	Website effectiveness	Percentage of initial prophase; post; second prophase	Using an online survey to gather consumers' point-of-view on e-search
Buhalis and Spada (2000)	DMSs	Worldwide	Qualitative, Quantitative	Researchers, Suppliers, Consumers	No	Success criteria from consumers/tourism sectors/public sectors/investors/tour operators/travel agents' point of view	Listed set of success criteria	Success criteria	Analyzing needs and wants of stakeholders by an integrated method
Kaynama and Black (2000)	TAWs	Worldwide	Quantitative, Qualitative	Practitioners	U	E-QUALITATIVE (e-SERVQUAL)	Rating result of E-Qual factors	Seven website service dimensions of E-Qual	Rating website service performance by users
Benckendorff and Black (2000)	RTAs	Australia	Qualitative, Quantitative	Practitioners	C	Planning, site management, site design, and site content	Element performance	Elements of successful Website development	Content analysis
Oertel, Thio, and Feil (2001)	DMSs	Europe	Quantitative	Researchers	C&U	Destination website in search engine, content, and functions	Different types of tourist behavior	Keyword search, functions, and content features	External benchmarking analysis

Source: Adopted from Law, Qi, and Buhalis (2010)

Table 2.1 (continued)

Author/s (Year)	Sector	Region	Methodology	Target Sample	Instrument	Evaluation/ measurement	Dependent Variable/s	Independent Variable/s	Unit of Analysis
Jeong and Lambert (2001)	LWs	Worldwide	Qualitative, Quantitative	Consumers	U	Perceived usefulness, ease of use, accessibility, and attitude	Intention to use information; use of information; and recommendation	Website information quality factors	Website content analysis and weighted importance of website development factors
Perdue (2001)	Skires-orts	US	Qualitative	Consumers	U	Consumer experience: Speed and quality of site accessibility; ease of navigation; visual attractiveness of the site; quality of information content	Overall resort quality as presented by the website	Website design factors	Content analysis based on consumers' experience
Blum and Fallon (2002)	AWs	Welsh	Quantitative	Consumers	C	Product; price; promotion; place; customer relations; technical aspects	Result of market space model analysis	Website content factors in market space model	Content analysis
Frey, Schegg, and Steiner (2002)	HWs	Switzerland	Quantitative	Laboratory Test	C&A	Service processes, customer relationship, value added services, creation of trust, and cybermarketing	Current use of web technologies in the Swiss hotel industry	Web marketing functions	A benchmarking approach
Wöber, Scharl, Natter, and Taudes (2002)	HWs	Europe	Quantitative, Qualitative	Practitioners	A	Interactive features, navigational mechanisms, layout and multimedia characteristics, and content-related features	Perceived ease of use and perceived usefulness	Website's ease of use and usefulness attributes	Web content extraction, content analysis, and data mining
Schegg, Steiner, Frey, and Murphy (2002)	HWs	Switzerland	Quantitative	Consumers	C & A	Service process, customer relationships, value creations, trust, and cyber marketing	Quality, technological standards, and website's strategies	Over 200 website criteria	Conjunction with personal observations benchmarked

Source: Adopted from Law, Qi, and Buhalis (2010)

Table 2.1 (continued)

Author/s (Year)	Sector	Region	Methodology	Target Sample	Instrument	Evaluation/ measurement	Dependent Variable/s	Independent Variable/s	Unit of Analysis
Lu, Lu, and Zhang (2002)	TWs	China	Quantitative	Consumers	U	Information content, ease of use, and functionality	Users' perceptions of and satisfaction over China tourism website	Functionality design features	Content analysis based on users' requirements and satisfaction
Jeong (2002)	LWs	US	Quantitative	Laboratory Test	C	Purpose/value commercial Website evaluation matrix	Promotion, provision, and processing	Four factors, including timely, customization, logistic, and sensational	Counting based on a list of purpose values for commercial Website evaluation matrix, to seek the values that lodging Websites are likely to provide their customers
Doolin, Burgess, and Cooper (2002)	RTOs	New Zealand	Quantitative	Laboratory Test	C	Level 1-Promotion; Level 2-Provision; Level 3-Processing	Utility of using interactivity to measure the relative maturity of tourism websites	eMICA (Extended Model of Internet Commerce Adoption)	Occurrence counting to evaluate website features
Wan (2002)	HWs, TOWs	Taiwan	Quantitative, Qualitative	Laboratory, Researchers	C & U	Value-added model: user interface; variety of information and online reservation	Ratings of websites of international tourist hotels and tour wholesalers	Three criteria of user interface, variety of information, and online reservation	Content analysis of three criteria by rating performance
Law and Leung (2002)	AWs	Asia,, North America	Quantitative, Qualitative	Laboratory Test, Researchers	C	An e-travel business framework: information quality; system use; system quality; service quality; customer loyalty	Result of reservation service quality	Commercial website success factors	Frequency counting to present website quality

Source: Adopted from Law, Qi, and Buhalis (2010)

Table 2.1 (continued)

Author/s (Year)	Sector	Region	Methodology	Target Sample	Instrument	Evaluation/ measurement	Dependent Variable/s	Independent Variable/s	Unit of Analysis
Aksu and Tarcan (2002)	HWs	Turkey	Quantitative, Qualitative	Researchers, Practitioners	S	Website address, purpose, reservation, language, links, feedback	Examination result and needs of website application for five-star hotels in Turkey	Websites and web applications of five-star hotels in Turkey	Using counting method and interviews with managers to discover the needs of web applications in this industry
Wöber (2003)	DWs	Europe	Quantitative	Laboratory Test	A	Resource database and maintenance engine; search engine; protocol processing engine, and website analyzer and management report engine	Effectiveness of European city tourism web portal	Success indicators for destination websites	Web content and web usage mining by an automated Website analytical tool
Mills and Morrison (2003)	TWs	Worldwide	Quantitative	Laboratory Test	No	E-satisfaction model: TW interface; perceived quality of TW services and perceived value of TW; customer online TW experience and customer satisfaction with TW	Customer online TW experience and customer satisfaction with TWs	Web interface, quality of TW services, and perceived value of TWs	Developing a website evaluation model based on laboratory test but with no case study
Huang and Law (2003)	HWs	China	Qualitative, Quantitative	Practitioners, Consumer	N	Product; place; price; promotion; people; packaging; programming and partnership; customer; needs and wants; cost to customer; convenience; communication; search engines; management links; useful skills	Overall performance score of 8Ps, 4Cs, and website promotion	8Ps, 4Cs, and website promotion criteria	Content analysis

Source: Adopted from Law, Qi, and Buhalis (2010)

Table 2.1 (continued)

Author/s (Year)	Sector	Region	Methodology	Target Sample	Instrument	Evaluation/ measurement	Dependent Variable/s	Independent Variable/s	Unit of Analysis
Feng, Morrison, and Ismail (2003)	DMOs	China and US	Quantitative	Laboratory Test	C	Modified BSC (Balanced Scorecard) model: marketing strategies; web page design; marketing information; technical quality	Websites' actual performance	Dimensions of a BSC model	A benchmarking process to identify a set of critical success factors and evaluate hotel websites by content analysis
Scharl, Wöber, and Bauer (2003)	HWs	Europe	Quantitative	Practitioners	U & A	Ease of use and website usefulness	Web usage	Criteria of a website's ease of use and usefulness	Web mining and a supplier survey on the effectiveness of hotel Website
Chiang (2003)	HWs & TAWs	Singapore	Quantitative	Practitioners	C	Basic information; E-commerce; promotions; secondary information; services, and technology	Effectiveness of Websites	Consumers' perceptions and website feature performance	Gathering consumer perceptions of attributes together with website feature analysis
Liang and Law (2003)	HWs	China	Quantitative	Consumers	U	Facilities, customer contact, reservations, surrounding area and management of websites	Website functional performance	Website functionality dimensions	Gathering consumer perceptions of attributes together with website feature analysis
Gilbert and Powell-Perry (2003)	HWs	Worldwide	Quantitative	Laboratory Test	C	Relationship marketing model: information, reservation, loyalty program, newsletter, special gestures, feedback, customer service, public relations, value-added services, employee website, channel member website, and customized research	Hotel websites on the use of new technologies and multimedia	Web marketing criteria	Frequency counting

Source: Adopted from Law, Qi, and Buhalis (2010)



Table 2.1 (continued)

Author/s (Year)	Sector	Region	Methodology	Target Sample	Instrument	Evaluation model/ measurements	Dependent Variable/s	Independent Variable/s	Unit of Analysis
Chung and Law (2003)	HWs	Hong Kong	Quantitative	Practitioners	N	Facilities, customer contact, reservations, surrounding area, and management of websites	Website performance	A conceptual framework of hotel website performance	Content analysis combined with weighted established evaluation factors
Shchiglik and Barnes (2004)	ALWs	Worldwide	Qualitative, Quantitative	Consumers	U	PAWQI (Perceived Airline Website Quality Instrument): site quality, information quality, interaction quality, and airline-specific quality	Perceived airline website quality	Four website quality dimensions	Gathered consumers' perceptions of airline Website quality
Aaberge Grøtte, Haugen, Skogseid, and Ølnes (2004)	DWs	Norway	Qualitative	Laboratory Test	U	Technical functionality; scope and correctness of description of the object	Consumers' perceptions and websites' actual performance	Website content features	Benchmarking process
Gupta, Jones, and Coleman (2004)	SEMs	Welsh	Quantitative	Practitioners	U & A	Access, information, design, e-commerce/immediacy and customer relationship	Development of customized CRM solutions	Design features and e-commerce functionality	Content analysis with consumer satisfaction
Ham (2004)	LWs	US	Quantitative	Laboratory Test	C & U	Impression; content usefulness; accuracy; navigation; accessibility; online reservations; timeliness of information	Website effectiveness	Evaluation criteria of limited service of chain lodging operations	Content analysis based on frequency counting
So and Morrison (2004)	NTOs	East Asia	Quantitative	Laboratory Test	C & A	Modified BSC (Balanced Scorecard) model: technical; marketing; customer perspective; destination information perspective	Website effectiveness evaluation from customers' perspective	Dimensions of modified BSC model	A benchmarking approach

Source: Adopted from Law, Qi, and Buhalis (2010)

Table 2.1 (continued)

Author/s (Year)	Sector	Region	Methodology	Target Sample	Instrument	Evaluation/ measurement	Dependent Variable/s	Independent Variable/s	Unit of Analysis
Kaplanidou and Vogt (2004)	DMOs	US	Quantitative	Consumers	U	Navigation, content, accessibility performance, and Website usage and satisfaction	Importance and performance of Website factors	Website performance factor	Detect consumers' perception on website importance and performance
Douglas and Mills (2004)	DMOs	Caribbean	Quantitative	Laboratory Test	C & A	Modified BSC (Balanced Scorecard) model: technical aspects; user friendliness; site attractiveness, and marketing effectiveness	Website visitor retention	Dimensions of a modified BSC model	A benchmarking approach
Kline, Morrison, and John (2004)	HWs	US	Quantitative	Laboratory Test	C & A	Modified BSC (Balanced Scorecard) model: user friendliness; site attractiveness; marketing effectiveness, and Technical aspects	Strengths and weaknesses of the B&B websites	Dimensions of modified BSC model	A benchmarking approach
Law, Ho, and Cheung (2004)	HWs	China and the US	Quantitative	Consumers	N	Facilities, customer contact, reservations, surrounding area, and management of websites	Website functional performance	Website functionality dimensions	Content analysis from consumers perspective and comparison of the DMO website functionality performance between China and the US
Zhou and DeSantis (2005)	CTWs	North America, Europe, Asia, Australia, and Africa	Quantitative	Researcher	C	Website content and functions	City tourism website usability	Factors of website content and functions	Content analysis based on counting method

Source: Adopted from Law, Qi, and Buhalis (2010)

Table 2.1 (continued)

Author/s (Year)	Sector	Region	Methodology	Target Sample	Instrument	Evaluation/measurement	Dependent Variable/s	Independent Variable/s	Unit of Analysis
Law (2005)	HWs	Worldwide	Quantitative	Consumers	N & No	No specific indication (hotel guests' preferences and fuzzy assessments of website attributes)	Hotel website performance	Website attributes	A fuzzy multi-criteria analysis model based on content analysis and user behavioral approach
Mich, Franch, and Martini (2005)	RDWs	Worldwide	Qualitative	Researchers	U	Identity, content, services, location, maintenance, usability, and feasibility	Website quality	Website quality factors	Content analysis based on users' perspective
Choi and Morrison (2005)	BMT Rs	US	Quantitative	Laboratory Test	C	Modified BSC (Balanced Scorecard) model: technical; customer; marketing effectiveness; and travel agency	Effectiveness of evaluated web site	Dimensions of a modified BSC model	A benchmarking approach
Shi (2006)	VICs	Australia	Quantitative	Laboratory Test	A	Web content accessibility guidelines 1.0 (WCAG)	Web accessibility	Attribute of web content accessibility guidelines 1.0 (WCAG)	Content analysis by automatic method
Han and Mills (2006)	NTOs	World-wide	Quantitative	Laboratory Test	C & N	An online promotion evaluation instrument: Aesthetics features; informative features; and interactive features	Marketing effectiveness of destination websites	Factors of website promotion and design features	Benchmarking process
Park and Gretzel (2006)	TSEs	US	Quantitative	Laboratory Test	No	A novel research framework on search engine: Relative advantages, compatibility, complexity, trust, and subjective norm	Individuals' willingness to adopt and/or recommend travel search engines	Attributes of catching travel search engine performance	Analysis on consumers' perspective

Source: Adopted from Law, Qi, and Buhalis (2010)

Table 2.1 (continued)

Author/s (Year)	Sector	Region	Methodology	Target Sample	Instrument	Evaluation/measurement	Dependent Variable/s	Independent Variable/s	Unit of Analysis
Bai, Hu, and Jang (2006)	HWs	Worldwide	Quantitative	Laboratory Test	C	Operational framework for customer relationship marketing (basic; reactive; accountable; proactive; partnership)	Mutual relationship (company type and size)	e-RM 5 features	Content analysis and Website classification counting
Baloglu and Pekcan (2006)	HWs	Turkey	Quantitative	Laboratory Test	C	Interactivity, navigation, and functionality	Website effectiveness and marketing practices	Website design characteristics	Content analysis
JärveRiinen (2006)	TWs	Europe	Quantitative	Laboratory Test	C	Different website features for consumers in different experience levels	Features offered for inexperienced customers, features offered for more experienced customers	Website usability features	Comparison of Website performance between experienced and inexperienced customers
Chan and Law (2006)	HWs	HK	Quantitative	Laboratory Test	A	An Automatic website Evaluation System (AWES): website usability; interface effectiveness; information, ease of navigation, and user friendliness	Factors performance in design quality	Website design features	Using an automated system to evaluate Website performance
Zafiropoulos and Vrana (2006)	HWs	Greece	Quantitative	Practitioners, Consumers	U&C	A framework for the evaluation of hotel websites: Facilities, guest contact, reservation/price information, surrounding area, Website management, and company profile	Hotel website overall performance	Website function features	Hierarchical cluster analysis (HCA)

Source: Adopted from Law, Qi, and Buhalis (2010)

Table 2.1 (continued)

Author/s (Year)	Sector	Region	Methodology	Target Sample	Instrument	Evaluation/measurement	Dependent Variable/s	Independent Variable/s	Unit of Analysis
Roney and Özturan (2006)	TAWs	Turkey	Quantitative	Practitioners	C	Information, before-sale and after-sale activities	Consumer attractions	Information quality	Content analysis by frequency counting
Essawy (2006)	HWs	UK	Qualitative	Consumers	U	Interface, information, service, negatively affected the purchase and revisit intentions	Purchase intention, revisit /recommendation	Usability dimension	Protocol analysis methodology
Beldona and Cai (2006)	RDWs	US	Quantitative	Laboratory Test	C	Content, interactivity and promotional value	Website effectiveness	Website quality factors	Content analysis
Au Yeung and Law (2006)	HWs	HK	Quantitative	Researchers, Consumer Laboratory Test	N	Language, layout and graphics, information architecture, user interface and navigation, and general	Usability hazards index	Usability dimensions	Numerical calculation process based on consumer and professionals evaluation results
Law (2007)	TWs	Worldwide	Quantitative	Consumers	N & No	No specific indicators	Consumers' perceptions of quality of travel Websites	Multiple Website attributes	A fuzzy multiple criteria decision-making model based on users' assessment
Choi, Lehto, and Morrison (2007)	TWs, TBs, TGs, TMs, OTWs	Macau	Qualitative, Quantitative	Researchers	A & U	Narrative and visual information	Keywords for each website sub-category, and performance of Website sub-categories	Most frequent ratings of words or phrases in rank order; attractions and visual information and Website content and design factors	Content analysis, ranking and counting percentages
Lu, Deng, and Wang (2007)	TWs	China	Quantitative	Consumers	N	Website content and design	Users' perceptions and satisfactions	Content and design features	Content analysis and calculating by a fuzzy AHP model
Stockdale and Borovicka (2007)	RWs	Austria	Quantitative	Laboratory Test	U	IS Success Model: information, system service quality	Intention to use and users' satisfaction	Website quality	Website evaluation based on users' judgment

Source: Adopted from Law, Qi, and Buhalis (2010)

Table 2.1 (continued)

Author/s (Year)	Sector	Region	Methodology	Target Sample	Instrument	Evaluation/measurement	Dependent Variable/s	Independent Variable/s	Unit of Analysis
Park, Gretzel, and Sirakaya-Turk (2007)	TAWs	Worldwide	Quantitative	Laboratory Test	No	Ease of use, content, fulfillment, responsiveness and privacy, visual appeal, and security/privacy	Willingness to use a Website	Website quality	Factor analysis based on consumer experiences
Ho and Lee (2007)	TWs	Worldwide	Quantitative	Consumers	No	Information quality, security, website functionality, customer relationships, and responsiveness	Purchasers' perceptions/expectations of e-travel service quality	E-travel service quality scale factors	Factor analysis based on consumers' perceptions
Park and Gretzel (2007)	DWs	Worldwide	Qualitative	Researchers	No	Ease of use; information quality; visual appearance; fulfillment; responsiveness	Web evaluation; e-quality, e-satisfaction, and e-loyalty	Destination evaluation factors	Categorization of review studies by meta analysis
Qi, Leung, Law, and Buhalis (2008)	HWs	HK	Quantitative	Laboratory Test	A	An automatic online website evaluation system	Website content design	HTML, image, external scripts, external CSS files, and multimedia files	Evaluation of Website performance by an automatic process
Bauernfeind and Mitsche (2008)	DMOs	Europe	Quantitative	Researchers	A&C	Data Envelopment Analysis (DEA), linguistic offer, interactivity, and tourism content	Website efficiency of tourism organizations	Input and output factors	Benchmarking combining with Data Envelopment Analysis (DEA)
Hanai and Oguchi (2008)	LWs	Japan	Quantitative	Consumers	C	Surrounding area, transportation, building, service, payment options, price considerations, and facilities	Information quality	Lodging information on a website	Correspondence analysis of lodging information

Source: Adopted from Law, Qi, and Buhalis (2010)

Table 2.1 (continued)

Author/s (Year)	Sector	Region	Methodology	Target Sample	Instrument	Evaluation/ measurement	Dependent Variable/s	Independent Variable/s	Unit of Analysis
Harison and Boonstra (2008)	ALWs	Holland	Quantitative	Researchers	C	Performance: Financial overview; customer satisfaction; traceability; accessibility online sales process; contact; sales; after-sales; customer support	Website performance and consumer satisfaction	Performance factors and online sale process indicators	Content analysis, checking Website performance on each indicator
Bevanda Grzinic and Cervar (2008)	TAWs	Republic of Croatia	Quantitative	User based	A	Visual appearance; ease of use; fulfillment; navigability; accessibility; personalization; interactivity; information quality	Users' behavior and their requirements	Website design quality factors	Using an automated process to discover users' perception
Schmidt, Cantalops, and Santos (2008)	HWs	Spain and Brazil	Quantitative	Practitioners, Researchers	C	Promotion, multimedia, navigability, customer retention, privacy and security, and service promptness	Website performance	Website content and marketing factors	Content analysis based on counting method, then adopted an exploratory factor analysis (EFA) to produce the final list of Website characteristics
Qi, Law, and Buhalis (2008)	DMOs	China	Quantitative	Researchers, Consumers, Laboratory Test	N	Language, layout and graphics, information architecture, user interface and navigation, and general	Usability hazards index	Usability dimensions	Numerical calculation process based on consumers' and professionals' evaluation results
Hu (2009)	TWs	Taiwan	Quantitative	User-based	No	Efficiency, fulfillment; system availability; security/privacy; responsiveness; compensation; contact; benefit; customization/personalization; tangibility; assurance/trust; continuous improvement	Electronic service quality (e-SQ)	Website quality aspect	A genetic algorithm-based method fuzzy multiple-criteria decision-making (MCDM) problem model

Source: Adopted from Law, Qi, and Buhalis (2010)

Table 2.1 (continued)

Author/s (Year)	Sector	Region	Methodology	Target Sample	Instrument	Evaluation/ measurement	Dependent Variable/s	Independent Variable/s	Unit of Analysis
Xiong, Cobanoglu, Cummings, and DeMicco (2009)	HWs and RWs	US	Quantitative	Researchers	C	Website content accessibility guidelines	Website accessibility	Attributes within website content accessibility guidelines	Content analysis by frequency counting
Musante, Bojanic, and Zhang (2009)	HWs	Singapore	Quantitative	Laboratory Test	U	27 Website content items	Website attributes utilization and effectiveness for hotels of various class levels	Content items	Rating content items for each selected Website

Source: Adopted from Law, Qi, and Buhalis (2010)



The selected studies could be further divided into two major categories: i) new evaluation model/instrument development, and ii) website evaluation using an adopted or modified model/instrument. The following subsection analyzes these categories in detail. On the basis of prior studies' evaluation methods, five evaluation approaches were determined, including the following: i) counting (C); ii) user judgment (U); iii) automated (A); iv) numerical computation (N); and v) did not evaluate websites (No).

Evidently, in the industry sector category, hospitality websites emerged as the most popular, followed by destination websites and travel websites. Additionally, Europe and Asia were the most and second-most investigated among all listed regions. Meanwhile, counting method was the most adopted instrument.

#### 2.3.2.1 New Evaluation Model/Instrument Development

New evaluation model/instrument development studies refer to the studies aimed at elaborating new approach to travel-related website evaluation. Each of these approaches was typically developed for a specific industrial sector. For example, Murphy, Forrest, and Wotring (1996) employed a qualitative method to collect basic online functionality measurements from restaurant suppliers, and these measurements were used to evaluate US restaurant websites. Similarly, in their hotel

website evaluation study, Murphy, Forrest, Wotring, and Brymer (1996) counted the features of hotel websites, and subsequently sought feedback from hotel managers. A number of these studies developed new evaluation frameworks but did not employ these to evaluate actual websites. Specifically, the new frameworks were not applied or tested on publicly available websites.

In general, information for website measurement and evaluation was collected by researchers in two ways. The first involved collecting information or suggestions from consumers, suppliers, and researchers. For example, van der Pijl, Haperen, Slikker, and Smits (1996) employed a qualitative research method to collect consumer perceptions of IT service and provided the results to suppliers, helping them to assume the consumers' needs. This research model measured consumer satisfaction with IT service, dividing service quality into two components: i) client satisfaction and theoretical perspective of quality, and ii) client satisfaction and causal perspective of quality. Jung and Baker (1998) attempted to develop a framework to evaluate market effectiveness of the World Wide Web in National Tourism Organizations (NTOs) from the perspective of suppliers. A questionnaire was used to gather the views of NTO suppliers, and a qualitative method was adopted to collect the views of researchers. Findings of this study indicated that majority of NTO professionals considered a website to be an effective marketing medium. Several factors that should be included in website design were identified, including ease of use, joy of use, content, interactivity, transaction support, added

value, appearance, and clear navigation paths. Specifically, the study posited that website effectiveness could be measured by the number of hits, time spent, booking rate, interactivity, repeat visits, and feedback. However, Tierney (2000) argued that website effectiveness evaluation should go beyond counting the number of hits and page views. Tierney (2000) extended the study of Schonland and Williams (1996) and recommended that a Net Traveler Survey be used in future website evaluation studies. Buhalis and Spada (2000) developed a comprehensive list of success factors of destination management systems (DMSs) by gathering the views of researchers, suppliers, and consumers. Additionally, Hu (2009) modified an electronic service quality (e-SQ) model and adopted a fuzzy multiple-criteria decision-making model to determine a list of success factors for assessing service quality of travel websites.

Other studies that reviewed the measurement methods described in the literature, subsequently categorizing the collected attributes. For example, Mills and Morrison (2003) developed an e-satisfaction model for travel website evaluation, which consists of three main dimensions: interface, perceived quality, and value. Park and Gretzel (2006) developed a framework for travel search engine evaluation. Introducing the innovation diffusion theory (IDT), which was originally proposed by Rogers (1995), and comparing it with the technology acceptance model (TAM), Park and Gretzel (2006) established a model that comprised five measurements: relative advantage, compatibility, complexity, trust, and subjective norm. Ho and Lee (2007) conducted a comprehensive review and collected a list of attributes for measuring

e-travel service. These attributes were grouped into five dimensions: information quality, security, website functionality, customer relationships, and responsiveness. Park, Gretzel, and Sirakaya-Turk (2007) employed a similar approach to create a comprehensive list of attributes for evaluating travel agency websites. Moreover, Park and Gretzel (2007) published a review study focused on analyzing both tourism- and IT-related studies, producing a comprehensive list of successful factors for destination marketing websites.

#### 2.3.2.2 Website Evaluation Using an Adopted or Modified Model/Instrument

Prior studies that adopted or modified existing models/evaluation instruments to evaluate selected websites are grouped into this category. For example, Frew (1999) compiled a list of success factors in England, Ireland, and Scotland's DMSs, and a panel of experts was invited to indicate the importance of these factors. Frew (1999) determined which of these factors existed on selected websites, and the score of importance and existence of the dimensions reflected the overall performance of the evaluated DMSs. Kaynama and Black (2000) modified Parasuraman, Zeithaml, and Berry's (1985) service quality (SERVQUAL) model, and produced a new model called E-QUAL to measure online travel service quality. The overall performance of the selected websites measured using E-QUAL was based on the level of consumer satisfaction.

Prior studies on this category can be divided into five subgroups based on their evaluation method: counting, user judgment, automated, numerical computation, and combined method.

### *Counting methods*

A counting method is employed to evaluate a website's performance or to determine its content richness. This type of evaluation method has two requirements. First, a well-prepared checklist is required to verify the existence of attributes on a website. In general, majority of items on a checklist are obtained from adopted or modified models. Second, a group of people is required to perform the actual counting in a laboratory. Depending on the nature of the study, website assessors can be consumers, suppliers, practitioners, policymakers, researchers, or students.

Published articles provide the results of counting specific features of website content, together with the views of consumers and/or practitioners. For example, Murphy, Forrest, Wotring, and Brymer (1996) applied a counting method to evaluate hotel website features and produced a set of evaluation factors. Chiang (2003) evaluated the effectiveness of business-to-business (B2B) online marketing in Singapore's hotel industry using Murphy, Forrest, Wotring, and Brymer's (1996) research approach. Consumer expectations were identified using a structured questionnaire with nine assessment factors covering basic information, e-commerce, promotions, secondary information, services, and technology on 26 hotel websites. Frew (1999)

established a list of success factors for DMSs and used the list to evaluate destination websites in several European countries. Subsequently, the author combined the attribute importance ratings to generate a score for each website.

For their evaluation of destination websites, Benckendorff and Black (2000) conducted a content analysis of data collected from the Australian Regional Tourism Authorities (RTAs) to assess four major dimensions — planning, site management, site design, and site content — of selected websites. On the basis of Benckendorff and Black's (2000) work, Baloglu and Pekcan (2006) conducted a website evaluation study that analyzed website content of a group of four- and five-star hotels in Turkey in terms of design characteristics and Internet marketing practices. Doolin, Burgess, and Cooper (2002) presented an Extended Model of Internet Commerce Adoption (eMICA) based on a benchmarking process and counting method to evaluate the level of website development in New Zealand's regional tourism organizations. The eMICA model has three distinct stages that incorporate three levels of the business process: web-based promotion, provision of information and services, and transaction processing.

Meanwhile, Morrison, Taylor, Morrison, and Morrison (1999) applied the Balanced Scorecard (BSC) approach in the tourism context to evaluate 16 hotel websites in Scotland. The model includes multiple critical success factors based on four

perspectives: technical, marketing, internal critical, and customer critical. The researchers likewise marked website performance based on error rate and three levels of download speed. Each hotel website received a total score that represented the site's performance. This was the first tourism study to use the BSC in website evaluation. The approach was then modified by different researchers to match the specific needs of different industrial sectors or geographical regions. For example, Feng, Morrison, and Ismail (2003) evaluated destination marketing organization (DMO) websites in China and the US, while Choi and Morrison (2005) evaluated brick-and-mortar travel retailer websites in the US. So and Morrison (2004), Douglas and Mills (2004), and Kline, Morrison, and John (2004) likewise used modified BSC models in their studies. The latter studies, however, adopted automated instruments to assess the technical aspect.

Gilbert, Powell-Perry, and Widijoso (1999) evaluated the service quality of 143 hotel websites based on a modified relationship marketing (RM) model. Gilbert and Powell-Perry (2003) then applied the RM model to website facility testing and investigated the use of multimedia on hotel websites. Bai, Hu, and Jang (2006) modified the RM model for use as a strategic marketing model for hotel website feature analysis.

A number of prior studies have evaluated websites using only the counting method. For example, Zhou and Desantis (2005) assessed the content of city tourism websites

of North America, Europe, Asia, Australia, and Africa. Law and Leung (2002) modified Liu and Arnett's (2000) model and analyzed the content of Asian and North American airfare websites. The empirical findings indicated that the latter group of sites provided more features than their Asian counterparts did. Similarly, Blum and Fallon (2002) assessed 53 Welsh visitor attraction websites using a checklist produced based on the Marketspace model, which was originally developed by Dutta, Kwan, and Segev (1998). The model included six main factors: product, price, promotion, place, customer relations, and technical aspects. All of these features were counted for the website analysis.

Jeong (2002) adopted Ho's (1997) value/purpose matrix to evaluate 35 lodging websites in the United States. This approach included counting features and comparing their values, and subsequently analyzing the quality of these features. The empirical findings indicated that very few of the lodging websites motivated potential customers to conduct online purchases. Furthermore, Xiong, Cobanoglu, Cummings, and DeMicco (2009) evaluated the accessibility of US hotel and restaurant websites by Website Content Accessibility Guidelines 1.0 (WCAG). Research findings indicated that the overall accessibility of the US hospitality websites was low and the primary problem was failure in providing alternative text for non-text elements.

#### *User judgment methods*



Studies adopting user judgment methods evaluated user satisfaction or perceptions. Depending on the nature of a study, users were any combination of academic researchers, industrial practitioners, policymakers, and consumers. However, the majority of the studies in this group chose consumers, including potential consumers, as evaluators to measure different aspects and levels of user satisfaction, and only a few involved practitioners in the evaluation process.

Jeong and Lambert (2001) tested a framework that evaluated the information quality of lodging websites based on consumer perception. Their model comprised four measures of information quality: perceived usefulness, perceived ease of use, perceived accessibility, and attitude. Perdue (2001) presented a conceptual model for evaluating North American ski resort websites, which assessed overall website quality, visual attractiveness of the site, information content, and existing resort images. In addition, Lu, Lu, and Zhang (2002) evaluated information content, ease of use, and functionality of China's tourism websites from Chinese users' perspective. Mich, Franch, and Martini (2005) developed a modular approach called the "quality model factory", which extends the seven-loci meta-model to evaluate unique destination websites. Shchiglik and Barnes (2004) developed a perceived airline website quality instrument (PAWQI) to evaluate websites from the perspective of consumers using a benchmarking process. Meanwhile, Zafiropoulos and Vrana (2006) used a benchmarking process to evaluate hotel websites. Their model employed hierarchical cluster analysis (HCA) to classify the selected attributes.

Extending the website usability literature, Essawy (2006) evaluated UK hotel websites using a protocol analysis method. The researcher conducted three four-person discussion groups that focused on usability performance and further development. In a similar study, Stockdale and Borovicka (2007) developed an instrument for travel and hospitality-related website evaluation, conducting a pilot study using restaurant websites. This instrument originated from an existing information system e-commerce success model.

Aaberge, Grøtte, Haugen, Skogseid, and Ølnes (2004), Lu, Deng, and Wang (2007), and Liang and Law (2003) employed similar approaches to evaluate website performance on the basis of consumer satisfaction. Kaynama and Black (2000) modified the SERVQUAL model and developed a new instrument, E-QUAL, to measure the quality of website service by collecting data from industrial practitioners.

#### *Automated method*

Automated methods involve the evaluation of websites using software systems. Based on their research purpose, researchers have developed different types of evaluation software. The advantages of an automated method include consistency in evaluation and a relatively faster process compared to human-based evaluation. For example, Wöber, Scharl, Natter, and Taudes (2002) and Wöber (2003) used content mining and web usage mining tools for hotel and inter-regional tourism portal

development. Similarly, Bauernfeind and Mitsche (2008) applied data envelopment analysis (DEA) to evaluate destination website quality. Shi (2006) evaluated the accessibility of visitor information centers (VICs) using a freely available online tool, the Bobby online free portal (Watchfire, 2004). Chan and Law (2006) and Qi, Leung, Law, and Buhalis (2008) adopted different online evaluation systems to evaluate the quality of Hong Kong hotel websites. Moreover, Bevanda, Grzinic, and Cervar (2008) adopted data mining methods that detect consumers' perceptions and requirements for travel agent websites in an automated manner. Specifically, the research evaluated website visual appearance, ease of use, fulfillment, navigability, accessibility, personalization, interactivity, and information quality.

#### *Numerical computation*

Numerical computation methods use mathematical functions to compute tourism website performance based on a number of aspects. Performance is typically represented by a set of numeric scores. Chung and Law (2003) developed five factors for evaluating the functionality performance of Hong Kong hotel websites. Overall site performance was calculated using a mathematical approach that combined the importance of each attribute based on user input. Huang and Law (2003) applied a statistical approach to mainland Chinese hotel website evaluation, which was modified based on the work of Chung and Law (2003) by integrating the importance of attributes and website performance. Au Yeung and Law (2006) evaluated the usability performance of 77 Hong Kong hotel websites using a

heuristic algorithm for the optimization of mathematical functions. This incorporated the perceived importance of different attributes using a sample of consumers, hotel managers, and IT consultants. Findings revealed a significant difference between the websites of chain and independent hotels. Qi, Law, and Buhalis (2008) applied the approach but with a modified evaluation instrument to evaluate China's DMO websites. In addition, Law (2005, 2007) presented two approaches that employed different fuzzy mathematical models for the evaluation of travel and hotel websites. Lu, Deng, and Wang (2007) combined the analytical hierarchy process (AHP) and fuzzy synthetic evaluation (FSE) to assess the website effectiveness of travel networks in China.

#### *Combined methods*

Researchers have used different combinations of website evaluation methods. For example, Frey, Schegg, and Steiner (2002) evaluated hotel websites in Switzerland assisted by a software system that generated search reports; this contained counts for each search criterion, a list of all sub-links visited, location of dead links, and global statistical data on the websites. Schegg, Steiner, Frey, and Murphy (2002), So and Morrison (2004), Douglas and Mills (2004), and Kline, Morrison, and John (2004) adopted automated methods to count specific features of websites.

A number of studies combined user judgment with automated methods as well. For

example, Gupta, Jones, and Coleman (2004) evaluated the performance of Welsh small and medium enterprise (SME) websites based on the perspective of suppliers; download speed was tested using an online software. Scharl, Wöber and Bauer (2004) applied this approach as well in their study of European hotel websites. Choi, Lehto, and Morrison (2007) used a data mining technique for website multimedia quality testing, and the performance evaluation was subsequently combined with expert input. Han and Mills (2006) examined the marketing effectiveness of hospitality and tourism websites by combining counting and numerical computation methods into one benchmarked instrument. The numerical computation method adopted in their study followed the statistical technique of the Kruskal-Wallis test.

#### 2.3.2.3 Conclusion of Methodological Approaches for the Evaluation of Tourism Websites

During the initial research in this field, researchers generally selected qualitative methods to examine the views of certain groups, including consumers, suppliers, and academic researchers, on the specific features or functions of tourism-related websites. A major limitation of these early studies is the non-generalizability of the findings, as only a limited number of people participated in the experiments. Furthermore, although involving academic researchers in the process can ensure validity and reliability of the instruments, researchers and their research assistants have limited experience in online purchasing. Website evaluation studies have

evolved to include the application of quantitative methods on the basis of input from consumers and practitioners. Although concern over the generalizability of the results remains, the findings of quantitative research appear to be more applicable to larger market segments compared with those of qualitative research. At present, many researchers are integrating quantitative and qualitative approaches into their website evaluation studies.

To date, only limited research on tourism website evaluation have been performed, and using the previously mentioned approaches has achieved only a moderate degree of success. These approaches may not be adequate to measure factors that motivate users to browse and make purchases on travel websites. In other words, consumers and practitioners do not possess sufficient insight into how website performance may be accurately measured. The existing tourism literature simply does not feature any commonly agreed-upon standards or techniques for website evaluation. Thus, a new research direction would be to investigate the feasibility of developing sector- (or subsector-) specific standards for tourism website evaluation. Another direction for evaluation model/instrument research would be the development of new techniques for conducting research that focuses on the needs of consumers and practitioners, as the behavior of these users may change after using the Internet for a considerable amount of time.

Specifically, theories, algorithms, and models from other disciplines such as

psychology, human-computer interaction, and engineering could, and should, be incorporated into the tourism website evaluation process. After all, tourism practitioners can establish their websites, representing public places in the virtual environment, for information dissemination and sales. It is of paramount importance to be aware of the different range of human possibilities of intentions behind the websites. In addition, seeking the views of industrial practitioners and consumers remains important, as these groups are the ultimate suppliers and users of tourism websites.

This study has analyzed prior studies that employ diverse methodological approaches to tourism website evaluation. As previously stated, the development of integrated approaches that incorporate different mathematical algorithms and theories from other disciplines, such as psychology and computer science, into the evaluation process would, and should, be a future research direction.

## **2.4 Website Performance**

Previous studies have integrated different evaluation methods with evaluation measurements that represent website performance in different aspects. However, results of these studies were vague in terms of indicating website performance in a certain aspect. For example, many studies integrated web design, information quality,

ease of use, reliability, security, accessibility, and service quality (Benslimane & Yang, 2006; Cox & Dale, 2002; Deng & Pei, 2009; Evans & King, 1999; Hausman & Siekpe, 2009; Lee & Kozar, 2006; Palmer, 2002). These studies tracked website performance in many aspects, but did not specify which specific aspect/s had been tested. In other words, these studies could not fully represent website quality on either the technical or service aspect. In view of these shortcomings, this research suggests website performance could be classified in three different aspects: usefulness (technique), service quality, and physical accessibility. These three aspects are defined after an extensive literature review.

#### **2.4.1 Website Usefulness**

A successful business website should attract consumers' first attention; it should provide consumers with rich information, ease of use, and efficiency (Au Yeung & Law, 2006; Bhattacharjee, 2001; Chung & Law, 2003; Davis, Bagozzi & Warshaw, 1989; Liao, Palvia & Lin, 2006). Consumers perceive website usefulness can affect online trust and continued behavior of using a website (Liao, Palvia & Lin, 2006). Lu and Yeung (1998) firstly defined usefulness into two aspects: functionality and usability. While functionality refers to contents of a website, usability involves design or ease of use.



Website usability consists of four sub-factors: “navigability”, “friendliness (ease of use)”, “overall layout and appearance”, and “language”. Navigability indicates how consumers surf and go back and forth between different pages (Waite, 2006). To present the website navigability factor better, web designers should consider presenting a site map and keyword search engine for visitors (González & Palacios, 2004). Ease of use reflects how consumers can easily learn to use a website. For consumers, ease of use pertains to a clear system that can be easily understood and controlled (Ahn, Ryu & Han, 2007). Layout and design determine visual appearance (Bui & Vorburger, 2007; Zeithaml, 2000). A simple, user-friendly, and organized structure is a key to website interface design. Liao, Palvia, and Lin (2006) noted that interface design includes attractiveness, organization, proper use of fonts, color, and multimedia. Website playfulness is related to how a website entertains consumers (Kim & Stoel, 2004). Language function of a website refers to how to express the website’s content in texts, the texts’ understandability and clearness are included in this function as well (Au Yeung & Law, 2006).

Website functionality is content related to information quality. Information should be useful, accurate, timely, and reliable (Ahn, Ryu & Han, 2007). Content should be easy to understand as well, and it should fit the website’s objectives and represent an appropriate level of details (Barnes & Vidgen, 2006; Liao, Palvia & Lin, 2006). Website flexibility depends on the options of online payment channels, as well as searching and returning products functions (Palmer, 2002). Many prior studies

indicated that main concept of website accessibility is the speed that reflects a webpage's download speed, and opening and responding time of a website (Jayawardhena, 2004; Jun & Cai, 2001; Waite, 2006). Website accessibility can be measured by whether the web URL can be found by search engines, as argued by González and Palacios (2004). Therefore, in this research, website accessibility is defined as the ease and speed by which a customer can reach and access a website.

#### **2.4.2 Website Service**

E-service is “the extent to which a website facilitates effective shopping purchasing and delivery” (Zeithaml, 2000; p11). Many evaluation methods have been developed on determining the quality of online service. These methods are mainly based on perceiving consumer perception on website service quality (Kim, Kim & Lennon, 2006). A Multi-criteria Satisfaction Analysis (MUSA) model was adapted by Grioroudis, Litos, Moustakis, Politis, and Tsironis (2007) to measure user-perceived cell phone online service quality. Barnes and Vidgen (2001) and Li and Suomi (2007) adopted WebQual to determine consumer perception, and Van der Heijden and Verhagen (2004) used a multiple-item method to examine online book store quality. A Web Assessment Index (WAI) includes accessibility, speed, navigability, and content, as developed by Lee and Kozar (2006). The SERVQUAL model was modified and employed by many studies that evaluated online service, such as

e-service quality on library and online recruitment websites (Hernon & Calvert 2005; Tong, Duffy, Cross, Tsung & Yen, 2005). Additionally, Bilsel, Büyüközkan, and Ruan (2006) adopted the fuzzy theory to evaluate the quality of hospital websites. An automatic evaluation approach called Support Vector Machine (SVM) was developed by Lo (2008) to analyze consumers' complaints automatically.

This study categorizes website service quality into two sub-factors of e-marketing strategies and reliability. E-marketing strategies reflect websites' effectiveness in winning consumers. It includes different measurements such as online customization, related to how a website attracts customers by catching their preferences, histories, and manner of shopping (Barnes & Vidgen, 2001; Zeithaml, 2000). Website responsiveness pertains to how easy a consumer can contact a website's providers and how fast the website responds to the customer (Tong, Duffy, Cross, Tsung & Yen, 2005). Consumer satisfaction reflects a website's communication ability to understand consumers' needs (Barnes & Vidgen, 2006; Jayawardhena, 2004). In addition, reliability factors include trust, showing consumer acceptance of websites. Specifically, providing professionals and fairness services will increase consumers' trust in an online environment (Liao, Palvia & Lin, 2006). Security shows how effectively a website protects consumers' personal information in the online environment.

In conclusion, online service is critical to a website. Lin and Wang (2006) indicated that consumers' perceived value and satisfaction were the significant predictors of customer loyalty. In other words, when consumers feel satisfied, they will be happy to stay and use the website again (Collier & Bienstock, 2006). Therefore, website service quality relies chiefly on consumer satisfaction and preference. However, controlling this mental requirement is extremely difficult for web designers.

#### **2.4.3 Website Physical Accessibility with Special Services to Disabled Users**

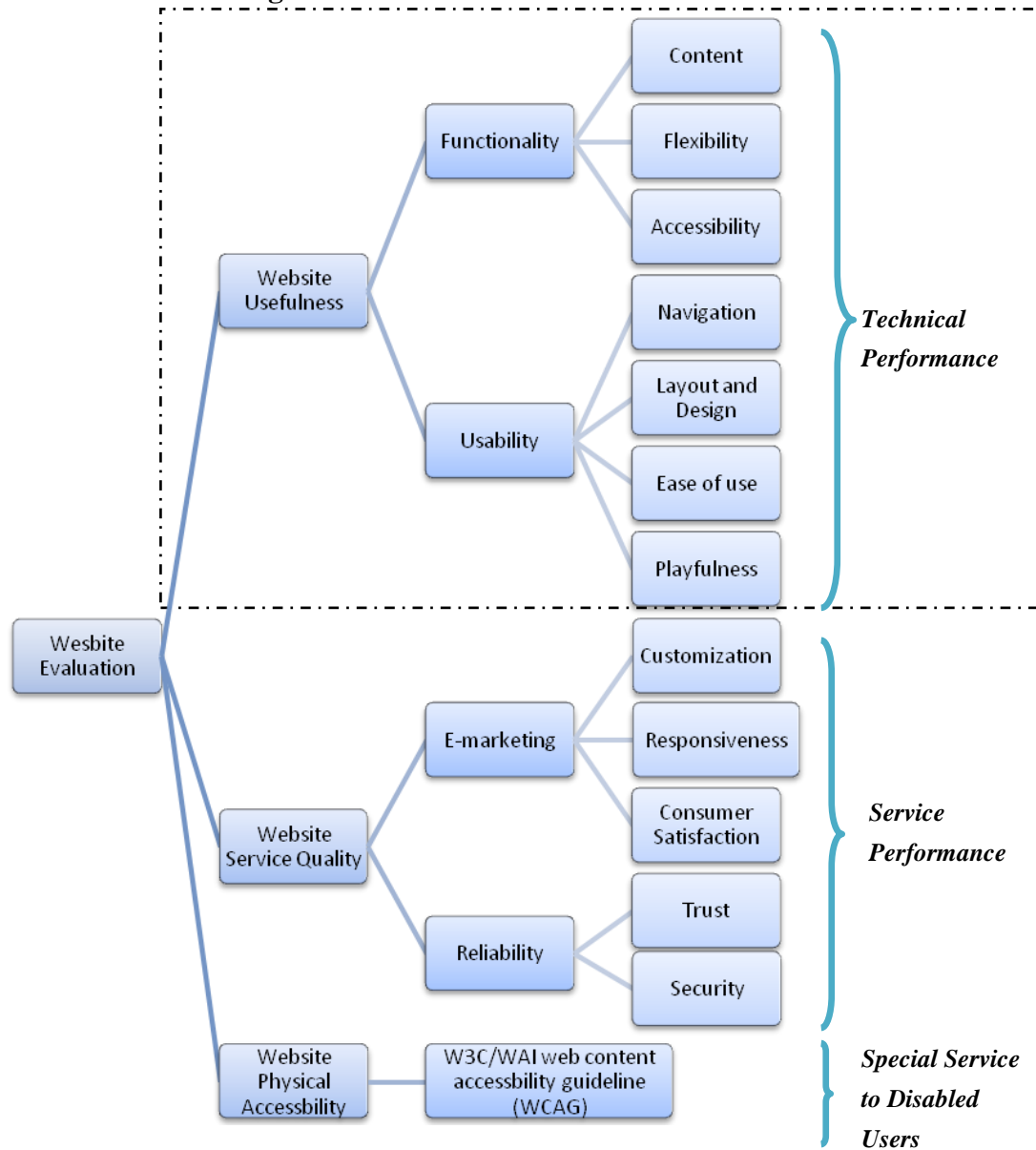
Website physical accessibility pertains to W3C/WAI Web content accessibility guidelines (WCAG); this is different from the previously discussed web accessibility. WCAG lists the online requirements of people with disabilities. It may be disregarded by web designers. Limited studies have focused on assessing website physical accessibility. For example, Leporini, Paternó, and Scordia (2006) established an accessibility evaluation model dubbed MAGENTA (Multi-Analysis of Guidelines by an Enhanced Tool for Accessibility), and Abou-Zahra (2006) developed an EARL (Evaluation and Report Language) model to test and enhance a website's physical accessibility. A multi-method was adopted by Jaeger (2006), inviting users with disabilities to evaluate e-government websites.

#### **2.4.4 Other Frameworks for Website Evaluation**

To date, very few studies have attempted to evaluate website performance on the basis of technical appearance. A majority of the previous studies have not distinguished measurements in terms of technology and service aspects. These approaches may be inadequate for measuring website performance in terms of both users' perceptions and technical appearance. The existing e-commerce literature simply does not have any commonly agreed-upon standards for website evaluation. Thus, evaluation frameworks can be categorized into three aspects (Figure 2.1): usefulness which represents technical performance; service quality that shows online service performance; and physical accessibility is related to special service to disabled people (Qi, Ip, Leung & Law, 2010).

Evidently, website usefulness represents technical performance, which is the only aspect that can be controlled, improved, and fixed by designers (Qi, Ip, Leung & Law, 2010). Consumers' trust and satisfaction cannot be altered by web designers. A better technique performance may help website owners to attract and retain more consumers. Thus, this research is to evaluate hotel website usefulness performance to help hoteliers better understand their websites' current performance, and to improve the website with a specific target.

**Figure 2.1 Website Evaluation Frameworks**



Source: Adopted from Qi, Ip, Leung, and Law (2010)

#### 2.4.5 Website Usefulness Evaluation for Hotels

The hotel industry is a major component of tourism (Uysal, Lu & Reid, 1986). It offers tourists accommodation in their travel destination of choice. As previously

stated, the hotel industry is recognized as one of the most ‘globalized’ industries in the service sector (Whitla, Walsers & Davies, 2007). A hotel receives a significant number of reservations worldwide in general and online bookings in particular. According to “TravelCLICK” research (2007), in the first quarter of 2007, total central reservation system (CRS) reservations for major hotel brands reached over 21 million bookings. This represents a 21.9% increase compared to the same period in 2006. A more updated report from “EyeforTravel” news authored by Price and Safer (2010) predicted that in 2010, 45% of all US hotel bookings would be generated via the web and 62% of these will come directly from the online channel. They stated that the performance of a hotel website decides the survivability of a hospitality company.

These results demonstrated that hotel websites have become the center of the industry’s sales and marketing efforts. As a major component of the tourism industry, the online hotel industry has become increasingly important in e-business (Hawela, Boyle & Murray, 2007; O’Connor, 2007).

Consumers’ perceptions of websites can be affected by website performance; Jeong and Lambert (2001) stated that consumers’ perceived quality of information on products and services is a crucial factor affecting consumers’ online decision-making. Shim, Eastlick, Lotz, and Warrington (2001) specified that online information search elements can positively affect the way that a consumer makes an online purchase.

Furthermore, Szymanski and Hise (2000) determined that online satisfaction can be influenced by consumers' perceptions of online convenience, product information, site design, and financial security. Additionally, a website with poor interface design cannot attract consumers (Perdue, 2001). Performance of a website's ease of use likewise influences consumers' online purchase (Souza, Manning, Goldman & Tong, 2000). Similarly, Roy, Dewit, and Aubert (2001) stated that the quality or usability of interface design is a key in the establishment of trust on a website.

Many prior studies have examined the topic of website performance. Examples of these studies include overall content and feature examinations of hotel websites (Murphy, Forrest, Wotring & Brymer, 1996), international hotel website reservation facilities (O'Connor & Horan, 1999), users' perception of general shopping features on the Internet (Shankar, Smith & Rangaswamy, 2003), and the major dimensions that influence e-consumers' behavior and purchase decision (Wong & Law, 2005). Chung and Law (2003) defined a hotel website's functionality into five main dimensions of facilities information, customer contact information, reservations information, surrounding area information, and management of website. Law and Cheung (2006) as well as Liang and Law (2003) adopted this method to evaluate the performance of Hong Kong and China-based hotel websites. Au Yeung and Law (2003) assessed Hong Kong hotel websites' usability by a modified heuristic evaluation method. They defined hotel website usability into four dimensions of navigation, website friendliness (ease of use), language and overall layout and



appearance.

Previous studies on website evaluations have assessed functionality and usability, indicating the importance of different factors to different groups of consumers. Hashim, Murphy, and Law (2007) stated that the existing literature on hospitality website evaluations has failed in a fundamental step, indicating that no valid and reliable structure for website evaluation currently exists. Their research developed a set of website evaluation attributes that comprises 74 features. However, this structure only concentrated on investigating website content and features. It largely overlooked website design and usability performance. Moreover, Law (2007) argued that no standardized website attributes or guidelines exist to incorporate web design and contents in the context of tourism. Thus, the present research attempts to present hotel website usefulness by integrating the attributes of both functionality and usability. It is clear that functionality and usability can be dominated by the website designer. Ensuring website usefulness should receive the highest priority in website design and evaluation as this is the only way for owners to improve their websites based on consumer preferences.

#### 2.4.5.1 Hotel Website Functionality Attributes

The dimensions of hotel website functionality were initially introduced by Chung and Law (2003). These hotel website evaluation factors have been adopted by other published hotel website research studies, such as comparing the difference between

online browsers and online buyers on hotel website functionality attributes (Law & Cheung, 2006; Law & Hsu, 2006), Functionality performance of the selected China-based hotel websites (Liang & Law, 2003), and a study on comparing the China- and US-based hotel websites' functionality performance (Law, Ho & Cheung, 2004). These included five dimensions as described by Chung and Law (2003).

This research introduces an additional factor named website accessibility, which pertains to the ease by which an online user can reach a certain hotel website. The attributes within each functionality dimension are displayed in Tables 2.2 to 2.7.

#### *Reservation information*

At present, consumers enjoy a variety of selections online, which indicates the hotel website should provide comprehensive information and reservation functions to meet the requirements of consumers. Specifically for price information, Schmidt, Cantallops, and Santos (2007) indicated that a hotel website is an ideal place to provide price segmentation for consumers; this allows consumers to compare offers. Additionally, the security of online reservation system can help consumers make reservations online without fear (Cox & Dale, 2002). Hence, the dimension of a reservation system refers to 12 attributes, as presented in Table 2.2.

**Table 2.2 Reservation Information Attributes**

<b>Reservation Information</b>	<b>References</b>
1. Room rate	Chung and Law (2003); Schegg, Steiner, Frey, and Murphy (2002)
2. Availability check	Chung and Law (2003); Gilbert, Powell-Perry, and Widijoso (1999); Murphy, Schegg, and Olaru (2006); Scharl, Wöber, and Bauer (2004); Zafiropoulos and Vrana (2006)
3. Online reservation system	Chung and Law (2003); Balogu and Pekcan (2006); Gilbert, Powell-Perry, and Widijoso (1999); Ham (2004); Schegg, Steiner, Frey, and Murphy (2002); Zafiropoulos and Vrana (2006)
4. Price ranges of different products/services	Balogu and Pekcan (2006); Scharl, Wöber, and Bauer (2004); Schmidt, Cantalops, and Santos (2007); Zafiropoulos and Vrana (2006)
5. Online booking confirmation	Schmidt, Cantalops, and Santos (2007); Zafiropoulos and Vrana (2006); Ho and Lee (2007); Chung and Law (2003)
6. Security payment systems	Chung and Law (2003); Choi and Morrison (2005) Schmidt, Cantalops, and Santos (2007); Schegg, Steiner, Frey, and Murphy (2002); Zafiropoulos and Vrana (2006)
7. View or cancel reservations	Schmidt, Cantalops, and Santos (2007); Chung and Law (2003); Gilbert, Powell-Perry, and Widijoso (1999); Ho and Lee (2007); Murphy, Schegg, and Olaru (2006)
8. Reservation policies	Chung and Law (2003); Schmidt, Cantalops, and Santos (2007)
9. Check-in and check-out time	Chung and Law (2003); Schmidt, Cantalops, and Santos (2007)
10. Worldwide reservations phone number	Chung and Law (2003)
11. Payment options	Choi and Morrison (2005); Chung and Law (2003); Scharl, Wöber, and Bauer (2004); Schegg, Steiner, Frey, and Murphy (2002)
12. Special request forms	Balogu and Pekcan (2006); Chung and Law (2003); Scharl, Wöber, and Bauer (2004); Zafiropoulos and Vrana (2006)

### *Facility information*

Product-related information is highly important for consumers in making purchase decisions (Jeong & Lamber, 2001). Specifically, multimedia include virtual tours or video files of hotels that can assist hoteliers in promoting their products/services with these files (Mill & Morrison, 2002). In particular, promotion information refers to a hotel's marketing strategies (McCarthy, 1976). Employment information usually

can be ignored by suppliers. However, Kasavana (2002) argued that employment information can help suppliers communicate with other people who may become potential consumers. The attributes of facility information are presented in Table 2.3.

**Table 2.3 Facility Information Attributes**

<b>Facility Information</b>	<b>References</b>
1. Availability of virtual tours/video files of the hotel	Balogu and Pekcan (2006); Chung and Law (2003); Gilbert, Powell-Perry, and Widiyoso (1999); Schmidt, Cantallops, and Santos (2007); Zafiropoulos and Vrana (2006)
2. Promotion of products (e.g., special offers)	Chung and Law (2003); Murphy, Schegg, and Olaru (2006); Schegg, Steiner, Frey, and Murphy (2002)
3. Multimedia presented with text representation	Balogu and Pekcan (2006); Chung and Law (2003); Schmidt, Cantallops, and Santos (2007); Schegg, Steiner, Frey, and Murphy (2002); Zafiropoulos and Vrana (2006)
4. Hotel location maps	Kline, Morrison, and John (2004)
5. Hotel facilities	Chung and Law (2003); Schmidt, Cantallops, and Santos (2007); Scharl, Wöber, and Bauer (2004)
6. Guest room facilities	Chung and Law (2003); Schmidt, Cantallops, and Santos (2007); Scharl, Wöber, and Bauer (2004)
7. Hotel description	Chung and Law (2003); Schmidt, Cantallops, and Santos (2007); Scharl, Wöber, and Bauer (2004)
8. Hotel promotions	Chung and Law (2003); Schmidt, Cantallops, and Santos (2007); Scharl, Wöber, and Bauer (2004)
9. Restaurants	Chung and Law (2003); Scharl, Wöber, and Bauer (2004)
10. Frequent guest programs	Chung and Law (2003)
11. Meeting facilities	Chung and Law (2003); Scharl, Wöber, and Bauer (2004)
12. Employment opportunities	Chung and Law (2003); Kline, Morrison, and John (2004); Zafiropoulos and Vrana (2006)

#### *Contact information*

Kline, Morrison, and John (2004) stated that the purpose of presenting hotel products online is to meet consumers directly. Evidently, displaying all details of contact information is an excellent way to communicate with potential consumers. All information in this dimension is related to the following (Table 2.4): frequently asked questions (FAQs), address, e-mail address, contact person, fax number, and telephone number.

**Table 2.4 Contact Information Attributes**

Contact Information	References
1. Telephone number	Choi and Morrison (2005); Chung and Law (2003); Kline, Morrison, and John (2004); Schegg, Steiner, Frey, and Murphy (2002); Zafiropoulos and Vrana (2006)
2. Address	Choi and Morrison (2005); Chung and Law (2003); Kline, Morrison, and John (2004); Schegg, Steiner, Frey, and Murphy (2002); Zafiropoulos and Vrana (2006)
3. E-mail address	Choi and Morrison (2005); Chung and Law (2003); Kline, Morrison, and John (2004); Schegg, Steiner, Frey, and Murphy (2002); Zafiropoulos and Vrana (2006)
4. Contact person	Choi and Morrison (2005); Chung and Law (2003); Kasavana (2002); Kline, Morrison, and John (2004); Schegg, Steiner, Frey, and Murphy (2002); Zafiropoulos and Vrana (2006)
5. Fax number	Choi and Morrison (2005); Chung and Law (2003); Kline, Morrison, and John (2004); Schegg, Steiner, Frey, and Murphy (2002); Zafiropoulos and Vrana (2006)
6. Frequently asked questions	Choi and Morrison (2005); Chung and Law (2003); Ho and Lee (2007); Kline, Morrison, and John, (2004); Schegg, Steiner, Frey, and Murphy (2002); Zafiropoulos and Vrana (2006)

### *Website management*

The purpose of an online hotel system is to promote hotel products and extend its market to online consumers has been widely accepted. Thus, hotel website management should be based on customers' needs. It can start from collecting online feedback forms, sending newsletters, and providing guarantees on website information and products (Nysveen, Methlie & Pedersen, 2003). Additionally, to know more about consumers, a personal file function should be included. This method helps hoteliers provide unique and suitable services to individual consumers (Nysveen et al., 2003). Ho and Lee (2007) indicated that an online community such as chat rooms, forms, or a bulletin board system (BBS) provides a place for exchanging ideas and experiences among other consumers. In addition, hoteliers can use this option to understand customers' feelings in relation to their hotels. The

attributes list of the website management dimension is shown in Table 2.5.

**Table 2.5 Website Management Attributes**

<b>Website Management</b>	<b>References</b>
1. Feedback form	Choi and Morrison (2005); Chung and Law (2003); Feng, Morrison, and Ismail (2003)
2. Online forum	Chung and Law (2003); Balogu and Pekcan (2006); Ho and Lee (2007)
3. Information credibility	Chung and Law (2003); Ham (2004); Jeong and Lamber (2001); Nysveen, Methlie, and Pedersen (2003)
4. Speed of transactions	Chung and Law (2003); Kasavana (2002)
5. Download/print function (e.g., virtual tour or text)	Choi and Morrison (2005); Murphy, Schegg, and Olaru (2006); Schegg, Steiner, Frey, and Murphy (2002)
6. Option for different browser versions	Chung and Law (2003); Schegg, Steiner, Frey, and Murphy (2002)
7. Customized news report	Chung and Law (2003); Kasavana (2002); Nysveen, Methlie, and Pedersen (2003)
8. Newsletter	Chung and Law (2003); Gilbert, Powell-Perry, and Widijoso (1999); Kasavana (2002); Murphy, Schegg, and Olaru (2006)
9. Create or modify personal profile for customers	Gilbert, Powell-Perry, and Widijoso (1999); Nysveen, Methlie, and Pedersen (2003); Murphy, Schegg, and Olaru (2006)
10. Up-to-date information on the site	Chung and Law (2003); Ham (2004); Jeong and Lambert (2001)
11. Links to other related businesses	Choi and Morrison (2005); Chung and Law (2003); Murphy, Schegg, and Olaru (2006); Zafiroopoulos and Vrana (2006)
12. Product warranty/legality	Kaplanidou and Vogt (2006); Nysveen, Methlie, and Pedersen (2003)

### *Surrounding information*

Surrounding information refers to destination information near the hotel. It helps customers to become familiar with the environment prior to their arrival. Information includes the following (Table 2.6): transportation, airport information, main attractions of the city, general information on the city, public holidays, and weather report.

**Table 2.6 Surrounding Information Attributes**

<b>Surrounding Information</b>	<b>References</b>
1. Transportation	Chung and Law (2003); Zafiropoulos and Vrana (2006)
2. Airport information	Chung and Law (2003); Zafiropoulos and Vrana (2006)
3. Main attractions of the city	Chung and Law (2003); Zafiropoulos and Vrana (2006)
4. General information about the city	Chung and Law (2003); Zafiropoulos and Vrana (2006)
5. Public holidays	Chung and Law (2003); Zafiropoulos and Vrana (2006)
6. Weather report	Chung and Law (2003); Zafiropoulos and Vrana (2006)

*Accessibility*

Kaplanidou and Vogt (2006) defined website accessibility as the ease by which a consumer locates a website from a search engine and the speed by which the consumer downloads the front page of a website. Evidently, a good rating on a search engine can increase the flow of traffic to a website (Ham, 2004). Moreover, speed of website accessibility is an extremely important characteristic (Perdue, 2001). Perdue (2001) indicated that on the consumers' side, computer quality (e.g. modem) may affect download speed. Obviously, download speed of an old modem is slower compared with a high-speed modem. Therefore, the website should provide the best performance in access speed for different users. Two attributes are included in the accessibility dimension (Table 2.7).

**Table 2.7 Accessibility Attributes**

<b>Accessibility</b>	<b>References</b>
1. Ranking result of search engine	Ho and Lee (2007); So and Morrison (2004)
2. Access speed of website	Kline, Morrison, and John (2004); So and Morrison (2004)

#### 2.4.5.2 Hotel Website Usability Attributes

Modified usability factors were adopted from Au Yeung and Law's (2003) initial usability evaluation model for hotel websites. Similar to functionality factors, these usability factors were applied to Hong Kong hotel website usability evaluation (Au Yeung, & Law, 2006), and China's DMOs website usability evaluation (Qi, Buhalis & Law, 2007). These usability factors include the following: i) navigation, which concerns how consumers can easily go back and forth between different pages; ii) website friendliness (ease-of-use), which pertains to a website's ease of use and how a hotel website can interact with and entertain consumers; iii) language, which reflects how a hotel website uses language to present information; and iv) overall layout and appearance, which determine a website's overall performance and features arrangement. Factors of usability are displayed in Tables 2.8 to 2.11.

##### *Overall layout and appearance*

This dimension concerns the visually appealing representation on the website (Table 2.8). It includes specific features that contribute to overall website attractiveness such as layout, general aesthetics, and appeal (Douglas & Mills, 2004). Compared with physical products on the website, users can experience usability without promising to use it or pay any money (Nielsen & Norman, 2000). Thus, the overall layout of a website is of extreme importance. Ham (2004) indicated that a website's first impression to consumers would be the first impression of the organization conducting its business on the Web. There are a total of 14 attributes in a website's overall layout and appearance dimension, which consists of three parts: website



layout, information architecture, and textual content.

**Table 2.8 Overall Layout and Appearance Attributes**

<b>Overall Layout and Appearance</b>	<b>References</b>
1. Overall visual appearance of interface (e.g., looks professional, artistic)	Choi and Morrison (2005); Douglas and Mills (2004); Jeong and Lamber (2001)
2. Webpage design uses aesthetic/artistic theory	Choi and Morrison (2005); Douglas and Mills (2004)
3. Clarity of text color s	Au Yeung and Law (2003); Choi and Morrison (2005); Douglas and Mills (2004); Kline, Morrison, and John (2004)
4. Front size of text	Au Yeung and Law (2003)
5. Design of transaction function (e.g., location, color)	Choi and Morrison (2005); Douglas and Mills (2004)
6. Website has its own characteristics	Au Yeung and Law (2003)
7. Graphic user interface (GUI) widgets	Au Yueng and Law (2003)
8. Scrolling text, marquees, and constantly running animation	Au Yueng and Law (2003)
9. Large images being used solely for visual appeal	Au Yueng and Law (2003); Qi, Law, and Buhalis (2008)
10. Functional design that looks like advertising	Au Yeung and Law (2003)
11. Horizontal scrolling	Au Yeung and Law (2003)
12. Graphical images used to deliver a critical message	Au Yeung and Law (2003)
13. Improper use of graphical bullets and graphical divider bars	Au Yeung and Law (2003)
14. Pages longer than four screens in length	Au Yeung and Law (2003); Kline, Morrison, and John (2004)

#### *Website friendliness (ease-of-use)*

Typically, consumers do not have patience to determine how to use a website. Most people will leave a website immediately when they find it difficult to use (Nielsen & Norman, 2000). So and Morrison (2004) stated that consumer satisfaction can affect decision-making. Therefore, it is necessary to provide user-friendliness in a hotel website's content, features, and environment. For example, transactional functions should be simple and user-friendly for consumers to complete their transactions (Kim & Lee, 2004). Additionally, Dellaert and Kahn (1999) found that long waiting time negatively affects consumers' perception of a website. As such, download

speed of items should be fast. The website friendliness dimension includes nine items (Table 2.9).

**Table 2.9 Website Friendliness (ease-of-use) Attributes**

<b>Website Friendliness (Ease-of-use)</b>	<b>References</b>
1. Transaction utility (e.g., simple or complicated)	Ho and Lee (2007)
2. Website learnability (easy to learn how to use the website)	Ham (2004); Qi, Law, and Buhalis (2008)
3. Color of hyperlinks will be changed after visit	Qi, Law, and Buhalis (2008)
4. Download speed of website items (e.g., Webpages, multimedia)	Scharl, Wöber, and Bauer (2004)
5. Internal link that does not work	Au Yueng and Law (2003); Kline, Morrison, and John (2004); Qi, Law, and Buhalis (2008); So and Morrison (2004)
6. Opening new browser windows	Au Yueng and Law (2003); Qi, Law, and Buhalis (2008)
7. Scrolling front pages	Au Yueng and Law (2003); Qi, Law, and Buhalis (2008)
8. Design and appearance of multimedia/virtual tours	Qi, Law, and Buhalis (2008)
9. Moving address	Qi, Law, and Buhalis (2008)

### *Language*

This dimension refers to the text that presents website information. Typically, a website text message presents pictures, graphics, video, and audio to promote hotel products because the download speed would be faster than other means. It plays a key role in expressing information (Kaplanidou & Vogt, 2006). Additionally, Scharl, Wöber, and Bauer (2004) indicated that the number of available languages decides the number of potential customers that can understand and use the system. Online information without spelling and grammatical errors increases the reliability of websites. The attributes of this dimension are displayed in Table 2.10.

**Table 2.10 Language Attributes**

<b>Language</b>	<b>References</b>
1. Text understandability	Au Yeung and Law (2003); Kline, Morrison, and John (2004); Qi, Law, and Buhalis (2008)
2. Multiple language versions of website	Au Yeung and Law (2003); Murphy, Schegg, and Olaru (2006); Qi, Law, and Buhalis (2008); Zafiropoulos and Vrana (2006); Scharl, Wöber, and Bauer (2004)
3. Spelling and grammatical errors	Ham (2004); Jeong and Lamber (2001); Kline, Morrison, and John (2004); So and Morrison (2004)
4. Headings that make no sense of context	Au Yeung and Law (2003); Qi, Law, and Buhalis (2008)
5. Internet jargon/popular buzzwords	Au Yeung and Law (2003); Qi, Law, and Buhalis (2008)

### *Navigation*

Majority of websites have a navigation system that is usually situated in a visible position. This lists the major sections within the website to help users move through the webpages easily (Nielsen & Norman, 2000; Lederer, Maupin, Sena & Zhuang, 2000). The purpose of website navigation is to provide a sound impression to visitors and make it easy to access the information they want on the website, and to encourage people to revisit the website (Kaplanidou & Vogt, 2004; Schmidt, Cantallops & Santos, 2007). An internal search engine assists a consumer's information search rapidly and accurately (Choi & Morrison, 2005). The website navigation dimension includes six items, as shown in Table 2.11.

**Table 2.11 Navigation Attributes**

<b>Navigation</b>	<b>References</b>
1. Navigation system/navigation bar	Balogu and Pekcan (2006); Choi and Morrison (2005); Schmidt, Cantallops, and Santos (2007)
2. Website's internal navigability	Balogu and Pekcan (2006); Schmidt, Cantallops, and Santos (2007)
3. Back to the main page	Choi and Morrison (2005); Kline, Morrison, and John (2004); Schmidt, Cantallops, and Santos (2007); Schegg, Steiner, Frey, and Murphy (2002)
4. Internal search engine	Choi and Morrison (2005); Ho and Lee (2007); Kaplanidou and Vogt (2006); Zafiropoulos and Vrana (2006)
5. Breaking or slowing down of the "Back" button	Schmidt, Cantallops, and Santos (2007)
6. Site map	Choi and Morrison (2005); Kline, Morrison, and John (2004); Kaplanidou and Vogt (2006); Schegg, Steiner, Frey, and Murphy (2002); Zafiropoulos and Vrana (2006)

#### 2.4.5.3 Summary of Hotel Website Usefulness

Tables 2.2 to 2.11 present the attributes of website functionality and usability, respectively. Evidently, and in comparison with functionality evaluations, very few studies have focused on website usability performance evaluations. Nevertheless, a number of these studies have attempted to combine part of functionality and usability dimensions as website evaluation criteria, such as information quality, ease of use, and navigation. The references presented in Tables 2.2 to 2.11 provide evidence on the attributes of hotel website evaluations, and that these published articles did not attempt to integrate both functionality and usability, to use a sophisticated scientific modeling approach and to evaluate websites' overall usefulness performance.

## **2.5 China's Online Travel Market**

As Wen (1997) observed, China is a vast country that is rich in tourism resources. As a destination it attracts numerous domestic and international tourists. However, China's tourism and hotel industry began to experience growth only in 1978, as a result of the "Open Door" policy (Pine & Philips, 2005; Uysal et al., 1986). Since then, China's tourism industry has grown rapidly, and the country is predicted to become the world's most popular tourist destination by 2020 (China Daily News, 2004; Wang, Yu & Avgoustis, 2005).

According to an online report of the China National Tourism Administration (CNTA, 2011), the total number of foreign visitor arrivals for 2010 is 26.13 million, representing a 16.0% increase over the previous year. Total industry income amounted to Chinese RMB155 billion (USD\$1=RMB6.857), with a 20% increase over 2009 figures (CNTA, 2011). In addition, there are a total of 12,225 star-rated hotels in China in the first season of 2010; of this number, 340 were rated as five-star (CNTA, 2010). According to China e-business report (2011) the number of Chinese outbound tourists has reached 57.3 million increased 20% compare with previous year.

China became the largest country in terms of number of Internet users by end of June 2008 (CNNIC, 2008). Based on a report by CNNIC (China Internet Network Information Center, 2010), until the end of June 2010, the number of net citizens in China reached 420 million and the growth rate was 2.9% compared to the end of

2009. Furthermore, online travel reservations increased by 19.4% (CNNIC, 2010).

These statistical data reveal that China has an immense inbound and outbound tourism market. Additionally, the number of online users in China is extensive, numbering over a hundred million. But, a mere 3.9% utilized online reservations. As previously discussed, the Internet as a reservation channel can benefit suppliers and customers. It ranks among the most important sources for hotel reservations and services (Kim & Kim, 2004). In China's e-tourism market, potential online consumers abound. Along with e-commerce, e-tourism is developed rapidly on a worldwide scale. Therefore, it is necessary to understand the online requirements of both Chinese and international online travelers (Li & Buhalis, 2006).

Although China's tourism market is sizeable in both scale and importance, only a few studies have investigated the Chinese online tourism and hospitality market. Li and Buhalis (2006) stated that China's tourism industry remains at infancy stage, especially in the development of the e-tourism industry. Based on previous research findings, Chinese online users are characterized as more likely to seek information on product recommendation from online discussion boards (Fong & Burton, 2008). This is because a majority of online Chinese users stay within the level of preferring to view products physically prior to making a purchase (Li & Buhalis, 2006). Therefore, using multimedia in presenting products may attract more online Chinese consumers (Bai, Law & Wan, 2008). Additionally, Li and Buhalis (2006) observed that Chinese online users do not care about the online payment system of a website, which may be caused by the limited use of online payment service systems in China.

Previous studies have indicated that online consumers in mainland China are quite different from Western users, including those from Hong Kong and Singapore (Fong & Burton, 2008; Wee & Ramachandra, 2000). However, published articles rarely focused on comparing online customers' behaviours based on different cultural backgrounds. Hence, understanding Chinese online users and how they act compared with international users is crucial to gain experience in attracting both online users.

### **2.5.1 Characteristics of Chinese Consumers**

Various studies have been conducted to examine consumers' perceptions of website performance in the context of consumer satisfaction and importance of service quality. A majority of these studies concentrated on Western markets (Kim, Ma & Kim, 2006). In the existing literature, only a handful of studies have investigated the Chinese online tourism and hospitality market. Nevertheless, it was observed that the characteristics of Chinese online consumers include the following: i) preference for participating in online discussions to seek information on product recommendations (Fong & Burton, 2008); ii) use of multimedia to present products may attract more online consumers in China (Bai, Law & Wan, 2008); and iii) Chinese online users do not appear to care about whether or not a website provides an online payment system (Li & Buhalis, 2006). Thus, it is crucial to understand Chinese online hotel industry and the industry's potential consumers, as well as to determine their motivations for using a hotel website and whether the factors from a Western perspective are applicable to Chinese online hotel industry as well.

## 2.6 Research Gap

Although published articles have reported empirical findings on evaluating hotel website overall performance by different evaluation methods, none of these prior studies have investigated a website's overall usefulness on evaluation and produced a hierarchical evaluation results for the selected websites. Au Yeung and Law (2006), Law and Cheung (2006), Aksu and Tarcan (2002), and Essawy (2006) merely evaluated a specific aspect of hotel websites. A number of evaluation studies focused on determining consumer perspectives on website usability and functionality performance. For example, Law and Bai (2008) compared the difference in preferences of online buyers and browsers on the functionality and content of travel websites. Furthermore, Law, Bai, and Leung (2009) combined the factors of functionality, usability, consumer satisfaction, and purchase intention on travel websites to compare the difference between American and Chinese travelers in terms of travel website use. As stated in previous sections, prior studies on hotel website evaluation failed to assess websites' overall performance. It is important for hoteliers to improve their websites' quality to meet the needs of consumers. Such a view is likewise supported by Hashim, Murphy, and Law (2007), as well as by Law (2005; 2007).

Many people use the Internet to search for information or purchase products. As mentioned previously, e-tourism has a massive potential market, especially in China's e-tourism market. Chinese online users can be attracted by online benefits offered on hotel websites. Various studies have been conducted to examine consumer



perceptions of website performance in the context of consumer satisfaction and importance of service quality. Law, Bai, and Leung (2009) conducted a cross-cultural study related to comparing the difference between American and Chinese travelers. It combined the factors of functionality, usability, consumer satisfaction, and purchase intention on travel websites. However, a very limited number of published articles, if any, focused on China's hotel industry or Chinese consumers' online behavior, comparing and contrasting the perceptions of Chinese and international users on hotel website attributes. Thus, it is important to determine what consumers like or dislike online, which in turn helps hoteliers better design their websites to attract both international and Chinese online consumers.

This study presents a novel integrated approach in combining functionality and usability in hotel website usefulness evaluation. The proposed framework will be tested on Chinese and international users using China-based and international luxury hotel websites.

## **2.7 Chapter Summary**

This chapter proposed a new website evaluation direction, suggesting incorporate algorithms with models from other disciplines into the tourism website evaluation process. The framework of usefulness performance of hotel websites was modified and extended. As mentioned previously, website usefulness is the only aspect that can be controlled by owners, one that they can test and improve. Therefore, this research aims to produce a novel approach on hotel website evaluation that

incorporates website usefulness with the fuzzy set theory to provide scientific website performance results. This new evaluation approach is used in real website evaluations, and findings are calculated by a modified fuzzy mathematical model. Chapters 3 and 4 introduce the research methodology approach and the fuzzy model in data.

## **CHAPTER 3. METHODOLOGY**

### **3.1 Chapter Introduction**

Chapter 2 reviewed various website evaluation studies on tourism and hospitality and discussed their advantages and limitations. It also proposed that one direction for website evaluation was to develop an integrated approach. This approach incorporates algorithms and theories from other disciplines. This chapter describes the details of the research methodology employed in this study in two main sections: section one discusses the pilot studies and group discussions undertaken; section two covers the main survey in which respondents' views on the importance of usefulness attributes and the performance of selected luxury hotel websites were collected.

### **3.2 Research Motivations**

This study aimed at advancing our knowledge on website evaluation frameworks employed in ICT. It was an attempt to evaluate China-based luxury hotel websites and compare their usefulness performance with that of international luxury hotel websites. The study combined qualitative and quantitative methodologies to achieve the objectives of developing a website usefulness evaluation framework applicable to both international and China-based hotels and integrating consumers' perceptions with website performance. A modified fuzzy TOPSIS model was used to evaluate

the performance of selected hotel websites and achieve these research objectives.

### **3.3 Research Design**

The four-stage methodological flow of this study is presented in Figure 3.1. Stage one comprised a pilot study and a qualitative approach involving Chinese and international focus groups. New usefulness attributes for websites were identified by Chinese online customers, and the applicability of these attributes in the international context was tested. Stage two was aimed at collecting Chinese and international respondents' perceptions of the importance of website usefulness attributes. Performance scores for selected hotel websites were gathered from Chinese and international evaluators. The third stage involved development of a modified fuzzy hierarchical TOPSIS model that integrates the perceived importance of website usefulness attributes with hotel website evaluation results representing the overall performance of selected luxury hotel websites. In stage four, the data collected and analyzed were discussed in different groups. The details of these four stages are discussed below.

In the first stage, focus group discussions were used to determine the applicability of different website usefulness attributes in the Chinese and international user contexts. The results of these group discussions were employed to establish a new set of website usefulness evaluation measures. The procedure followed in this stage included: i) a review of relevant published articles that listed all related attributes; ii)

development of a pilot study to test the reliability of these attributes and the collection of online travelers' perceptions before a modified usefulness list was created; iii) formation of Chinese focus groups to test the validity of the list of usefulness attributes in the Chinese context and the collection of new ideas from the Chinese participants; iv) after establishing the new list, international focus groups were created to discuss its validity and the final evaluation measures were produced.

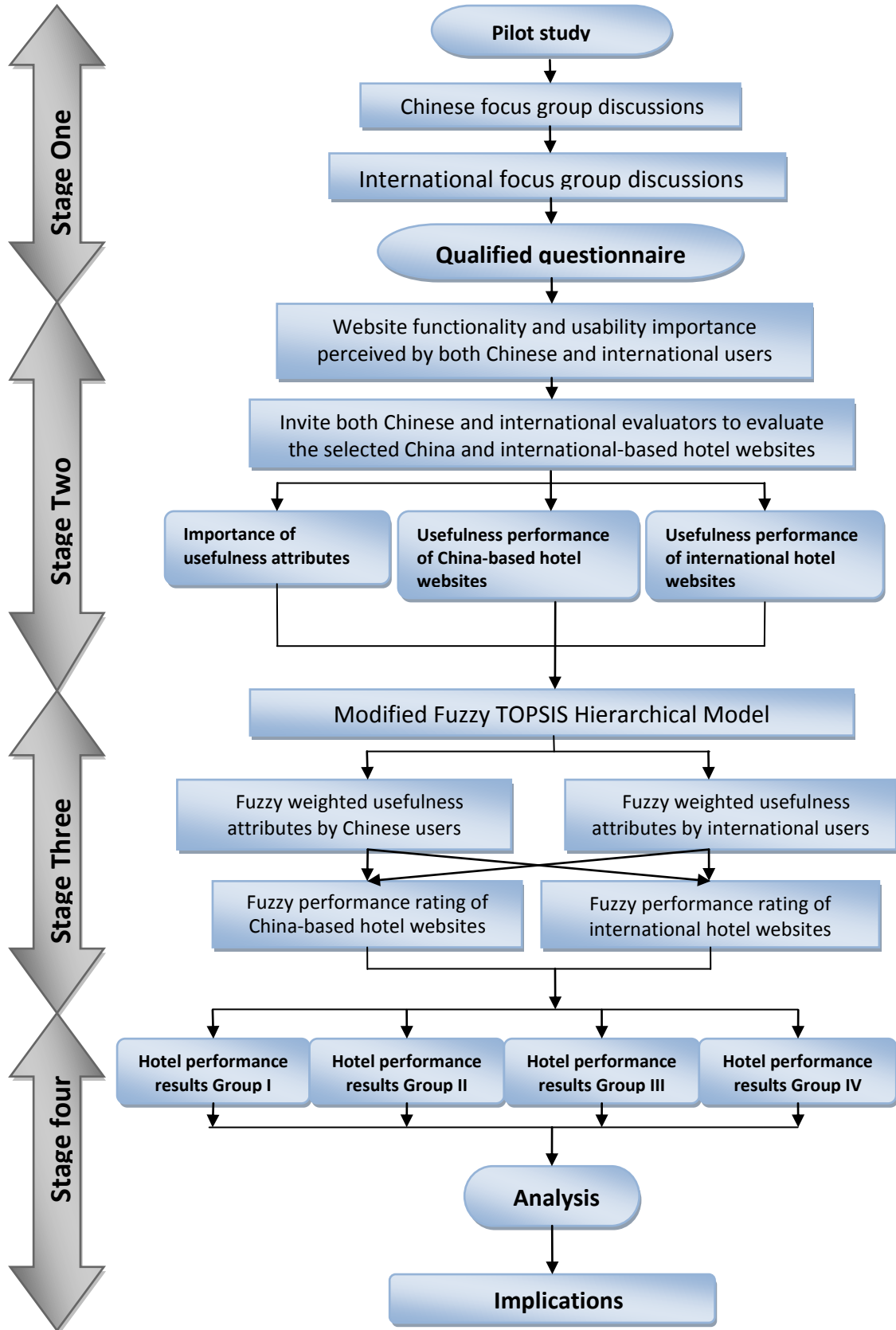
Stage two included three steps: i) luxury hotel consumers were invited to choose appropriate linguistic variables to indicate the importance of evaluation attributes in a modified questionnaire; ii) Chinese and international online travelers were invited to evaluate the performance of China-based and international luxury hotel websites, respectively; and iii) the importance of all the usefulness attributes was assessed and the China-based and international luxury hotel websites' performance scores were listed.

Stage three was designed to calculate the evaluation results. Data on three variables (importance of usefulness attributes; usefulness performance of China-based hotel websites; and usefulness performance of international hotel websites) were gathered and put into a modified fuzzy hierarchical TOPSIS model. This method has been modified and improved by many researchers. In this study, the hierarchical weight procedure of Kahraman, Çevik, Ates and Gülbay (2007) and the defuzzification and ranking procedures of Chu and Lin (2003) were adopted to ensure the reliability and validity of the method. The justifications for using the fuzzy hierarchical TOPSIS model are explained in Chapter 4. The hotel website evaluation approach reflected in

the model employed in this study includes eight steps:

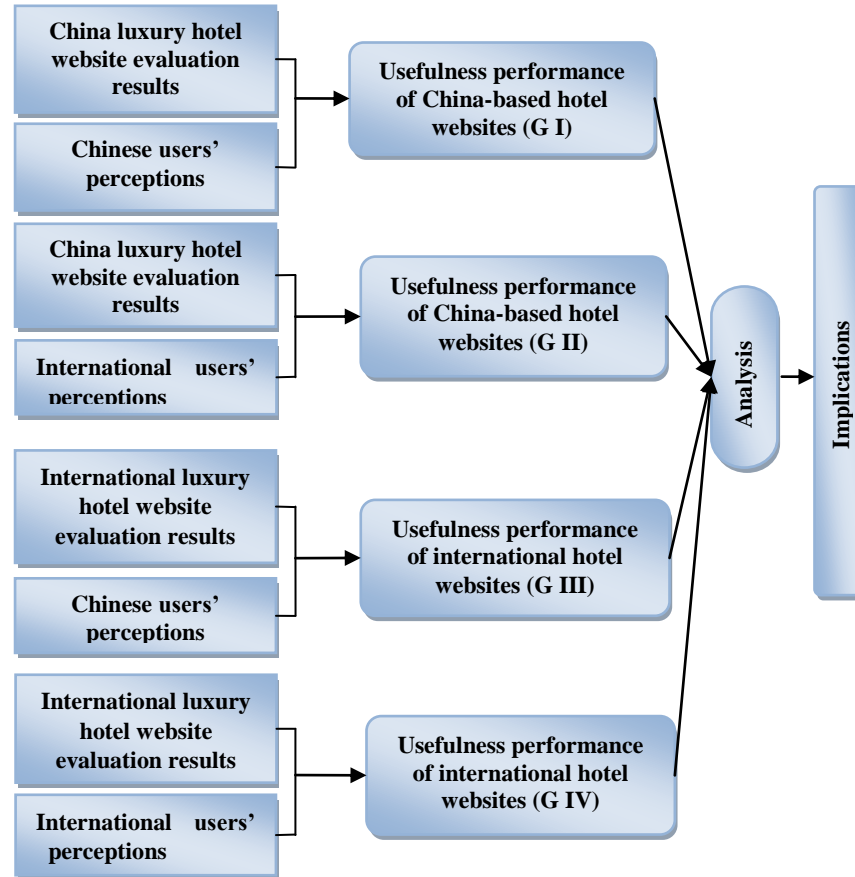
- a) Collect opinions from two groups of evaluators to obtain the ratings and weights of different attributes;
- b) Compute the hierarchical weight of each dimension and attribute;
- c) Find the average fuzzy ratings of all attributes;
- d) Construct the fuzzy decision matrix;
- e) Rank fuzzy numbers by means of removals and defuzzify the fuzzy decision matrix;
- f) Determine the ideal and negative-ideal solutions; and
- g) Calculate the performance distance between each selected luxury hotel website, a measure that includes the overall performance, functionality performance, and usability performance of the website.
- h) Calculate relative closeness to the ideal fuzzy solution.

**Figure 3.1 Schematic Sketch of the Methodology**



Stage four involved discussion of the data collected and analyzed. The details of this stage are shown in Figure 3.2.

**Figure 3.2 Explanation of Stage Four**



“Usefulness performance of China-based luxury hotel websites” (Group I results) refers to Chinese customers’ perceptions of the importance of website usefulness factors and the China-based luxury hotel website evaluation results. This represents the overall performance of China-based luxury hotel websites. “Usefulness performance of China-based luxury hotel websites” (Group II results) indicates the performance of China-based luxury hotel websites based on the perceptions of international users. It combines the performance of China-based luxury hotel websites with international users’ perceptions of website usefulness factors.



“Usefulness performance of international luxury hotel websites” (Group III and IV results) reflects the performance of international luxury hotel websites. Group III results combine Chinese perceptions of the importance of website usefulness factors with the results of international luxury hotel website evaluations by international users. The Group IV results measure international luxury hotel website performance by combining international perceptions of the importance of website usefulness factors with the international luxury hotel website evaluation results.

At the end of stage four, the four different sets of evaluation results were compared to track Chinese and international online consumers’ attitudes towards Chinese and international luxury hotel websites. The Group I and III results indicated the perspectives of Chinese users on both Chinese and international luxury hotel websites. The website performance scores indicated the expectations of Chinese users. The expectations of international users were reflected in the Group II and IV results. The differences between these two groups of consumers were then analysed in detail. Differences among luxury hotel websites were also identified based on their scores. The research findings will help luxury hoteliers recognize their websites’ limitations. Recommendations on how luxury hotel websites can improve their online service quality are also offered.

### **3.4 Data Collection and Analysis**

The data collection and analysis process was undertaken in two sections. Section one

included the pilot study and group discussions, while section two consisted of the main study. The purpose of section one was to establish a new website usefulness evaluation measurement tool. Section two deals with the main research issues of perceptions of the importance of website usefulness attributes and the usefulness performance of Chinese and international luxury hotel websites.

### **3.4.1 Section One: Pilot Study and Group Discussions**

This section was divided into two subsections: the pilot study and the group discussions. The pilot study was used to pre-test the reliability of the questionnaire. The questionnaire was then improved and revised according to the suggestions made in the pilot study. Chinese and international discussion groups were formed to ensure the validity and reliability of the new questionnaire. The Chinese group discussions were conducted to identify new website usefulness attributes. The international group discussions then followed to review these attributes. The perceptions and attitudes of both groups were collected and used to revise the questionnaire.

#### **3.4.1.1 Pilot Study**

A pilot study is a pre-testing process performed before proceeding to the main study

(Teijlingen & Hundley, 2001). Conducting a pilot study offers a host of advantages, such as testing the accuracy of the research instrument, assessing the feasibility of a (full-scale) study/survey, designing a research protocol, and identifying potential problems (Teijlingen & Hundley, 2001). The three objectives of the pilot study conducted as part of this thesis were: i) to determine Chinese and international users' perceptions of hotel websites; ii) to test the reliability and validity of the first questionnaire; and iii) to establish a new list of evaluation criteria and a new research protocol based on comments gathered during the pilot study.

#### *Data Collected in the Pilot Study*

Data can be categorized into primary and secondary data. Sekaran (2003) stated that secondary data are related to the nature of the problem and should be gathered from existing sources. Primary data refer to first-hand data researchers usually collect for the specific purposes of their study (Veal, 2006).

The purpose of collecting secondary data is to bring together background information and identify important variables. This process assists researchers in establishing a theoretical framework for earlier research, and subsequently enables them to compare and contrast the data (Sakaran, 2003; Veal, 2006). Secondary data are typically collected from existing sources. In this study, secondary data were collected from previous literature to generate research questions and establish a

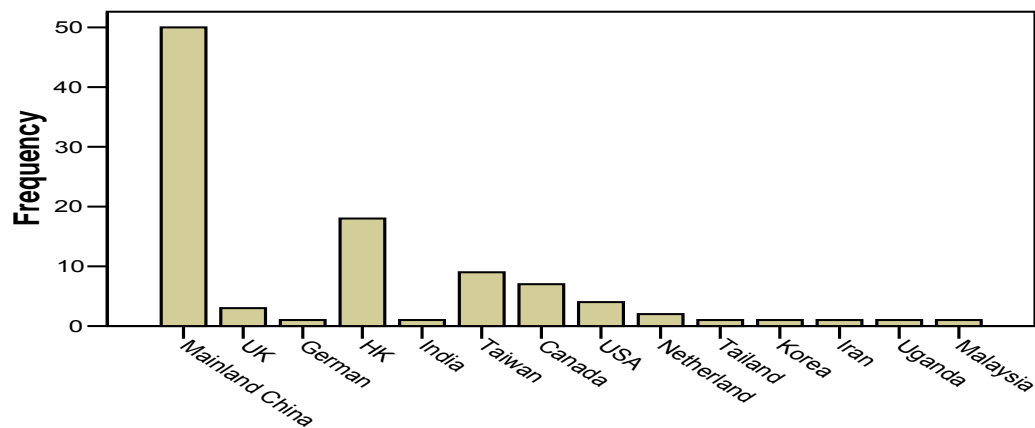
primary list of website usefulness attributes (website functionality and usability attributes). These data were collected from relevant academic sources such as books, research journals, organization publications, and reports. Electronic sources were also employed, and electronically available information was mainly obtained from the Internet and online academic databases such as Science Direct and Google Scholar.

Primary data were first collected by holding a focus group discussion to pre-test the questionnaire. The focus group was made up of three doctoral students in hotel and tourism management. Subsequently, the primary list of website usefulness attributes was modified based on the feedback collected during the pre-test period and the questionnaire was finalized (Appendix A). The questionnaire consisted of two sections. The first section was designed to obtain the respondents' demographic details and their online and travel experiences. In the second section, two questions were used to measure respondents' perceptions of the importance of website usability and functionality. Respondents were asked to rate the importance of each attribute using a five-point Likert scale (1 = least important; 5 = most important). Respondents were allowed to choose NA/NO (Not Applicable/No Opinion) as their response.

A quota sampling approach was used to collect primary data due to time and

financial constraints (Sekaran, 2003). A sample size of 100 was determined as appropriate in this exploratory study. Respondents were assigned to two groups respectively composed of 50 Chinese users and 50 international users of hotel websites. The questionnaire was distributed on the Internet. A Chinese version (Appendix B) of the English questionnaire was prepared for Chinese-speaking respondents. One hundred usable questionnaires were collected from respondents from different geographical areas at the end of July 2008 (Figure 3.3).

**Figure 3.3 Origin of Respondents**



#### *Conclusion of Pilot Test*

No major problems were encountered during the pilot test, with the majority of respondents fully understanding the contents of the questionnaire. The findings indicated that most respondents who were users of Chinese and international online travel websites were highly educated young consumers with more than three years of online experience. Also, most of the respondents had international or domestic travel experience. According to the findings, the functionality and usability of hotel websites were perceived to be important by Chinese and international website users. These findings implied that as their travel and online experience increases, customers

require higher website quality. It was also observed that Chinese and international users had different perspectives on website functionality attributes. This suggested that the study was worthy of further development and extension. However, many respondents stated that the list of website functionality and usability attributes was too long and that some attributes were repeated.

The design of the main study was modified on the basis of the pilot study findings. First, the repeated attributes were deleted. Second, discussion groups were formed to seek new website usefulness attributes from both Chinese and international consumers. These changes are described in more detail in the following sections. In the main study, a larger sample was invited to participate to ensure respondents' perceptions were more representative and focus on more geographical regions for a more comparative analysis.

#### 3.4.1.2 Focus Group Discussions

A focus group discussion can be briefly defined as an in-depth group interview conducted among people with similar backgrounds (Hughes & DuMont, 1993). It offers a flexible opportunity for group members to discuss a research topic provided by the researcher. The focus group method helps group members to discuss a question in more depth by responding to each other, and therefore assists the researcher to assess the actual attitude of group members with less influence from the researcher (Wilkinson, 2004). Most previous studies to have examined

consumers' perceptions of hotel website performance have been conducted in the Western context (Kim, Ma & Kim, 2006). However, the issue of whether these findings were applicable to Chinese users remained uncertain. Hence, this part of the study was undertaken in two stages: the first involved forming Chinese user focus groups to determine their perceptions of hotel websites. New attributes were identified on the basis of the Chinese focus group discussions. In the second stage, international focus groups were formed to review the new attributes and evaluate their suitability in the international context.

#### *Chinese Focus Group Discussions*

The research process to be followed in this study was briefly described to the selected respondents. The following sub-questions were asked during the focus group discussion. What are the motivations of Chinese users visiting a hotel website? What information do Chinese users expect to find on hotel websites, and what are their special interests on such websites? How can hotel websites be improved to meet the needs of Chinese users? The questionnaire for the pilot study was used as a reference during the discussion. Jennings (2001) stated that a qualitative methodology does not place an emphasis on statistical data, but usually results in in-depth insights into "a relatively small number of respondents or observations". In other words, the data collection process does not require examination of a large number of respondents or cases. In this study, the goal was not to generalize findings from a large population, but to understand the interests of respondents.

A purposive sampling approach was employed in this study. Although the number of

participants in such a sample is normally six to ten, when researchers choose a smaller focus group such as one comprising fewer than six participants, they must have certain reasons (Edmunds, 1999). Researchers can use smaller groups when they require participants to be highly involved in the topic, the topic is controversial, more detailed discussion is required, and participants have experience in and acknowledgement of the topic (Morgan, 1997). To gather more information and encourage participants to become involved in the discussion, the target sample in this study comprised groups of three to four respondents. All the Chinese participants drew on online travel product purchasing experience gained in the past 12 months. Chinese online users were defined as those from Mainland China and excluded users from Hong Kong and Macau. The Chinese groups were studied from November 2008 to February 2009.

#### *International Focus Group Discussions*

Similar to the Chinese focus groups, participants in the international focus groups had experience in searching for or purchasing travel-related products online in the past 12 months. All respondents were from regions outside Mainland China. The same purposive sampling approach was adopted, with each group including three or four participants. All these groups were studied in May 2009. At the beginning of the group discussion, the purpose of the research was described to the respondents as follows: to test the suitability of website functionality and usability attributes listed by international users. In addition to the three questions prepared for the Chinese focus group discussions, the following questions were investigated. What kind of features or service do you think a hotel website should provide? Could you please read the list and discuss its applicability to you, and please give comments on the



inapplicable attributes? Do you think the attributes collected from Chinese consumers are suitable for hotel websites? To allow participants to think independently, the pilot questionnaire was provided after they answered the first question.

### *Data Analysis*

An inductive-oriented approach (Lincoln & Guba, 1986) was utilized in the analysis of findings made at this stage. The focus group discussions were audio recorded in full, transcribed verbatim, and analyzed in a systematic and iterative manner as widely recommended in the qualitative research literature (Turner, 1981).

Analysis of qualitative data involves three steps (Miles & Huberman, 1994): data reduction, data display, and drawing of conclusions. The researcher first attempted to identify categories, themes, and concepts that emerged from the data. Audiotapes and transcripts collected from the focus group discussions and in-depth interviews were reviewed repeatedly, coded and summarized into categories based on the questions prepared for the participants. Subsequently, the researcher attempted to present the information collected in an organized format such as by drawing a table to assess the differences between Chinese and international consumers. The final step was to draw conclusions based on inductive reasoning (Lincoln & Guba, 1986) and comparative methods (Martin & Turner, 1986). To ensure the truth and relevance of the analysis, the four principles of credibility, transferability, dependability, and conformability were followed (Miles & Huberman, 1984; Lincoln & Guba, 1986). For example, peer debriefing for the interview audio records and

transcripts was conducted by three researchers (research colleagues) to ensure credibility.

### **3.4.2 Section Two: Main Study**

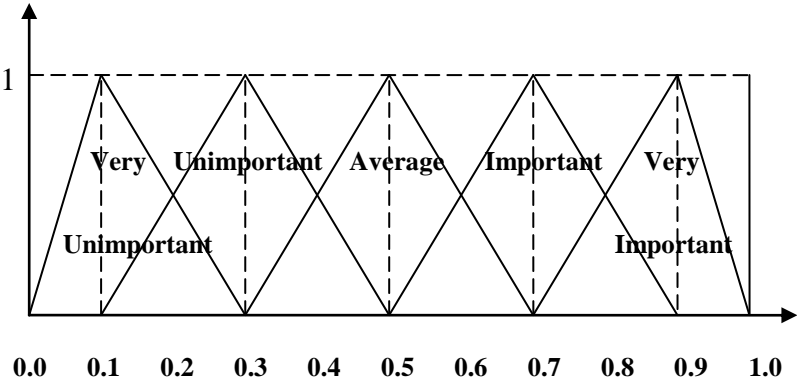
After completing section one, 51 website usefulness attributes were developed for use in section two. The aim of section two was to collect users' perceptions of the importance of functionality and usability attributes and invite evaluators to assess a select group of luxury hotel websites. In section two, the primary data collection process was divided into two parts and both quantitative and qualitative approaches were adopted.

#### **3.4.2.1 Perceived Importance of Website Usefulness Attributes (Questionnaire 1)**

A questionnaire based on a quantitative approach was used to collect data on the perceived importance of website usefulness attributes by recording the respondents' answers to a set of prepared questions. Questionnaires are one of the most commonly used data collection techniques as they represent a highly efficient way of collecting responses from a large number of people within a short period. Questionnaires are normally dispatched in one of three ways: in person, by mail, or by electronic distribution (Sakaran, 2003). The questionnaire employed in this study (Appendix C) was distributed in China, the U.S., and Hong Kong to meet the research objective of

collecting both Chinese and international users’ perspectives on luxury hotel websites. The Chinese version prepared for Chinese speaking respondents is reproduced in Appendix D. The questionnaire was structured into three sections. The first section was a qualifying question used to identify luxury hotel customers. Only customers who had experience with luxury hotels qualified as respondents in this study. The second section was designed to determine the respondents' perceptions regarding the importance of website functionality and usability attributes of luxury hotel websites. A Likert scale method was adopted in which respondents were asked to assess the importance of different attributes through responses ranging from “very important” to “very unimportant” as represented by triangular fuzzy numbers (Figure 3.4). The third and final section was geared toward collecting demographic data such as age, gender, household monthly income, and education.

**Figure 3.4 Triangular Fuzzy Numbers**



#### 3.4.2.2 Website Performance Evaluation (Group Discussion)

A qualitative approach was adopted to capture the evaluators’ perceptions of websites. However, the evaluators may have had questions or confusion may have

arisen during the decision-making process. Hence, the researcher stayed with the participants during the evaluation process to answer any questions that arose. To avoid personal bias, more than one person should be involved in a website evaluation process. It is also possible that certain evaluators be unable to arrive at a decision. As a result, they could engage a discussion with their peers prior to decision-making.

Two evaluators were invited to assess the performance of the selected websites by visiting them and completing a questionnaire (Appendix E). This questionnaire included three sections. The first two sections asked the evaluators to assess the functionality and usability performance of the selected luxury hotel websites. Attributes such as “Option for different browser versions or design for common browsers”, “Download/response speed of website page or function”, “Search engine ranking”, and “Access speed of website” reflected objective factors that cannot be tested by assessing the consumer perspective. Therefore, these four attributes were dropped during the evaluation process. In addition, online reservation functions were tested during the evaluation process, and the evaluators were asked to make a real room reservation online. The reservation process was halted when personal details were required and payment was to be submitted.

The questions were answered on a Likert scale in which the responses ranged from “very good” to “very poor”. These linguistic terms assisted the evaluators in assessing website usefulness performance. The advantage of using a Likert scale is that responses can be quantified and the respondent’s attitude is easy to identify (Sekaran, 2003). The third step of the performance evaluation involved collecting

demographic data from the evaluators. The researcher was present solely to answer questions related to the questionnaire.

### **3.4.3 Sampling Method and Sample**

The overall purpose of this study was to assess the usefulness performance of luxury hotel websites. The main objective was to obtain the perceptions of Chinese and international consumers on China-based and international hotel luxury websites. The target population was therefore hotel customers.

A purposive sampling approach of non-probability design (Lohr, 1999) was adopted for this study. Consumers who had searched for luxury hotel information in the past 24 months were selected for the sample. The questionnaire was distributed in 4- to 5-star hotel reception areas in mainland China. Consumers answered the questionnaire on a voluntary basis. Upon completing the survey, they received a pen as a gift. The data collection period ran from September 2009 to January 2010. During the international data collection process conducted in June 2009, all questionnaires were collected in person by the researcher from respondents living in Orange County, California, U.S. The remaining international data were collected from Victoria Harbor, one of the most popular tourist attractions in Hong Kong, from September 2009 to January 2010.

After gathering luxury hotel website user perceptions, the website evaluation process

commenced. As indicated previously, this study was aimed at producing an overall performance-based list of China-based and international luxury hotel websites. The main reason for selecting luxury hotel websites was that these websites would provide the highest level of online performance to consumers. Law and Cheung (2006) observed that consumers maintained high expectations for high-level hotels. In addition, the luxury hotel website evaluation results could reflect consumers' maximum hotel website requirements, and hoteliers can review their objectives to modify their own websites.

The minimum sample size for a normal sampling distribution is 30 (Mendenhall & Beaver, 1995). The researcher therefore randomly selected 30 international luxury hotels from the publication "The Leading Hotels of the World" (Romanella & Chung, 2007) (Table 3.1). China-based luxury hotels were selected from the top 30 Chinese cities that receive more than 200,000 inbound tourists annually (CNTA, 2008). Hotels were randomly selected using Ctrip.com, the top online travel operator website in China that provides a star-related hotel list (Table 3.2). China-based luxury hotels were defined as China-owned and China-managed hotels to represent the uniqueness of the Chinese market. The English versions of these websites were also evaluated.

Twelve evaluation groups were formed, including six Chinese groups and six international groups, with two evaluators in each group. To recruit a sufficient number of evaluators, the researcher adopted a non-probability convenient sampling method by inviting students on campus to act as evaluators (Balanves & Caputi,

2001). Chinese and English versions of posters were posted in the Hong Kong Polytechnic University student hall common area. The basic requirement for evaluators was that they had to have searched for or purchased travel-related products within the past 12 months. A special requirement specified for Chinese evaluators was that they had to have an educational background higher than postgraduate level to ensure they were sufficiently proficient in English to evaluate English language hotel websites. The whole evaluation period lasted four months from December 2009 to the end of March 2010.

**Table 3.1 China-Based Hotel List**

Hotel Name	Website	Description
1. Agile Changing Hotel (Zhongshan)	<a href="http://www.cjagilehotel.com.cn/index.php">http://www.cjagilehotel.com.cn/index.php</a>	
2. Fortune Days Hotel (Harbin)	<a href="http://www.fortunedayshotel.com/index1.htm">http://www.fortunedayshotel.com/index1.htm</a>	
3. Yuan Zhou Hotel (Ningbo)	<a href="http://en.yuanzhou.com.cn/newEbiz1/EbizPortalFG/portal/html/index.html/">http://en.yuanzhou.com.cn/newEbiz1/EbizPortalFG/portal/html/index.html /</a>	Chain hotel
4. Peony International Hotel (Xiamen)	<a href="http://www.peony-hotel.com/en/index.asp">http://www.peony-hotel.com/en/index.asp</a>	
5. Buena Vista Gulf Hotel (Yantai)	<a href="http://www.ytlijing.com/en/reservation.html">http://www.ytlijing.com/en/reservation.html</a>	
6. Hong Xiao State Guest Hotel (Shanghai)	<a href="http://www.hqstateguesthotel.com">http://www.hqstateguesthotel.com</a>	
7. Empark Hotel (Fuzhou)	<a href="http://www.empark.com.cn/english/index.asp">http://www.empark.com.cn/english/index.asp</a>	Chain hotel
8. Wen Zhou Overseas Chinese Hotel (Wen Zhou)	<a href="http://www.ochwz.com/en/">http://www.ochwz.com/en/</a>	
9. Grand Bay View Hotel (Zhuhai)	<a href="http://www.gbvh.com/En/Menu.aspx?parentname=1">http://www.gbvh.com/En/Menu.aspx?parentname=1</a>	
10. West Lake Hill View International Hotel (Hang Zhou)	<a href="http://www.westlh-hotel.com/">http://www.westlh-hotel.com/</a>	
11. Sweet Land Hotel (Dalian)	<a href="http://www.sweetlandhotel.com/index_en.html">http://www.sweetlandhotel.com/index_en.html</a>	
12. Lijiang Water Fall Hotel (Guilin)	<a href="http://www.waterfallguilin.com/english/index.asp">http://www.waterfallguilin.com/english/index.asp</a>	
13. White Swan Hotel (Guangzhou)	<a href="http://www.whiteswanhotel.com/index.php">http://www.whiteswanhotel.com/index.php</a>	
14. Guangzhou Hotel (Fujian)	<a href="http://en.quanzhouhotel.com/newEbiz1/EbizPortalFG/portal/html/main.html">http://en.quanzhouhotel.com/newEbiz1/EbizPortalFG/portal/html/main.html</a>	
15. Resort In Time Hotel (Sanya)	<a href="http://www.resortintime.com/english/default.aspx">http://www.resortintime.com/english/default.aspx</a>	
16. Pavilion Hotel (Shenzhen)	<a href="http://www.pavilionhotel.com/front/webBrowse!main.action?">http://www.pavilionhotel.com/front/webBrowse!main.action?</a>	
17. Friendship Hotel (Shenyang)	<a href="http://www.lnfriendshiphotel.com/">http://www.lnfriendshiphotel.com/</a>	
18. MingCheng International Hotel (Changsha)	<a href="http://www.mcgj-hotel.com/en/index.htm">http://www.mcgj-hotel.com/en/index.htm</a>	
19. XiangMing Hotel (Hugangshan)	<a href="http://www.xiangming-hotel.com/ad/e-hotel.asp">http://www.xiangming-hotel.com/ad/e-hotel.asp</a>	
20. Garden Hotel (Suzhou)	<a href="http://enny.suzhou.shushang-z.cn/about.html">http://enny.suzhou.shushang-z.cn/about.html</a>	
21. Carlton Hotel (Chongqing)	<a href="http://www.cqcarltonhotel.com/index.php">http://www.cqcarltonhotel.com/index.php</a>	
22. Bank Hotel (Kunming)	<a href="http://www.bankhotel.com/">http://www.bankhotel.com/</a>	
23. Golden Ocean Hotel (Tianjin)	<a href="http://www.goldenoceanhotel.com.cn/EN/organizations.asp">http://www.goldenoceanhotel.com.cn/EN/organizations.asp</a>	
24. New World Hotel (Wuhan)	<a href="http://www.wuhan.newworldhotels.com/eng/home/main.php">http://www.wuhan.newworldhotels.com/eng/home/main.php</a>	
25. Jinshi Hotel (Xian)	<a href="http://www.jinshi-hotel.com/en/index.html">http://www.jinshi-hotel.com/en/index.html</a>	
26. International Conference Hotel (Nanjing)	<a href="http://www.nic-hotel.com/english/1.htm">http://www.nic-hotel.com/english/1.htm</a>	
27. Sea View Garden Hotel (Qingdao)	<a href="http://www.seaview.cn/chinese/en/Index.html">http://www.seaview.cn/chinese/en/Index.html</a>	
28. Jingling Hotel (Wuxi)	<a href="http://www.jinlinghotels.com/EN/Index.asp">http://www.jinlinghotels.com/EN/Index.asp</a>	Chain hotel
29. Zhao Long Hotel (Beijing)	<a href="http://www.zhaolonghotel.com.cn/indexen.asp">http://www.zhaolonghotel.com.cn/indexen.asp</a>	
30. Weimar Ghosted Hotel (Weihai)	<a href="http://www.gbhotel.com.cn/english/">http://www.gbhotel.com.cn/english/</a>	



**Table 3.2 International Hotel List**

<b>Hotel Name</b>	<b>Website</b>	<b>Description</b>
1. Les Trios Rios Hotel	<a href="http://www.lestroisrois.com/Grand-Hotel-Le-s-Trois-Rois.377+M52087573ab0.0.html">http://www.lestroisrois.com/Grand-Hotel-Le-s-Trois-Rois.377+M52087573ab0.0.html</a>	
2. Grand Hotel Residencies	<a href="http://www.grand-hotel-residencia.de/">http://www.grand-hotel-residencia.de/</a>	
3. Hotel Quintal do Lagos	<a href="http://www.hotelquintadolago.com/index.html">http://www.hotelquintadolago.com/index.html</a>	
4. Hotel Lord Byron	<a href="http://www.lordbyronhotel.com/en/7/the_hotel.aspx">http://www.lordbyronhotel.com/en/7/the_hotel.aspx</a>	
5. Grand Hotel Punta Molino	<a href="http://www.puntamolino.it/en/default.asp">http://www.puntamolino.it/en/default.asp</a>	
6. Hotel Ashford Castle	<a href="http://www.ashford.ie/rooms-suites.html">http://www.ashford.ie/rooms-suites.html</a>	
7. Park Hotel Adler	<a href="http://www.parkhoteladler.de/en/hotel.php">http://www.parkhoteladler.de/en/hotel.php</a>	
8. Hotel Hemstitcher Hoof	<a href="http://www.hessischer-hof.de/en/">http://www.hessischer-hof.de/en/</a>	
9. Schnozzle Hotel	<a href="http://www.schlossle-hotels.com/schlossle/index.php">http://www.schlossle-hotels.com/schlossle/index.php</a>	Chain hotel
10. Rocco Forte Collection Hotel	<a href="http://www.lerichemond.com/home/">http://www.lerichemond.com/home/</a>	Chain hotel
11. Turner's Allenton Hotel	<a href="http://www.thurnhersh.com/en/alpenhof/">http://www.thurnhersh.com/en/alpenhof/</a>	
12. Legendary Barrett's Palace Hotel	<a href="http://www.badruttspalace.com/e">http://www.badruttspalace.com/e</a>	
13. Karma Jilmara Hotel	<a href="http://www.karmajimbaran.com/">http://www.karmajimbaran.com/</a>	Chain hotel
14. Four Seasons Hotel	<a href="http://www.fourseasons.com/">http://www.fourseasons.com/</a>	Chain hotel
15. Hotel Grin Melina Cancun Resort	<a href="http://www.granmeliacancun.com/en/">http://www.granmeliacancun.com/en/</a>	Chain hotel
16. Hotel Le St. James	<a href="http://www.hotellestjames.com/">http://www.hotellestjames.com/</a>	
17. Shilla Hotels	<a href="http://www.shilla.net/en/">http://www.shilla.net/en/</a>	Chain hotel
18. Langham Hotels	<a href="http://www.langhamhotels.com/en/index.html">http://www.langhamhotels.com/en/index.html</a>	Chain hotel
19. Tides Inn Hotel	<a href="http://www.tidesinn.com/index.asp">http://www.tidesinn.com/index.asp</a>	
20. Rittenhouse Hotel	<a href="http://www.rittenhousehotel.com/index.cfm">http://www.rittenhousehotel.com/index.cfm</a>	
21. Umstead Hotel and Spa	<a href="http://www.theumstead.com/">http://www.theumstead.com/</a>	
22. Hotel Chatham Bars Inn	<a href="http://www.chathambarsinn.com/">http://www.chathambarsinn.com/</a>	
23. Hotel Santa Monica: Shutters on the Beach	<a href="http://www.shuttersonthebeach.com/information/contact.php">http://www.shuttersonthebeach.com/information/contact.php</a>	
24. The Alex Hotel	<a href="http://www.thealexhotel.com/">http://www.thealexhotel.com/</a>	
25. Paradise Hotels	<a href="http://paradisehotel.co.kr/gate_en.asp">http://paradisehotel.co.kr/gate_en.asp</a>	Chain hotel
26. Cap Juluca Hotel	<a href="http://www.capjuluca.com/">http://www.capjuluca.com/</a>	Chain hotel
27. Hotel Cotton House	<a href="http://www.cottonhouse.net/">http://www.cottonhouse.net/</a>	
28. Hotel Wheatleigh	<a href="http://www.wheatleigh.com/hotel.html">http://www.wheatleigh.com/hotel.html</a>	
29. Hotel Hayman	<a href="http://www.hayman.com.au/">http://www.hayman.com.au/</a>	
30. Hotel Widder	<a href="http://www.widderhotel.ch/">http://www.widderhotel.ch/</a>	
31. Hazelton Hotel	<a href="http://www.thehazeltonhotel.com/">http://www.thehazeltonhotel.com/</a>	

### **3.5 Chapter Summary**

This chapter presents a sketch of the research methodology. It divides the research methodology into four major steps with the goal of addressing the research problems. An integrated approach and a qualitative method were adopted in this study to identify new findings among Chinese online travelers. A quantitative method was used to collect views on the importance of website usefulness from both Chinese and international luxury hotel consumers. In the final stage, a qualitative method was adopted to obtain data on actual website performance. Chapter 4 discusses the fuzzy model employed in this study.

## **CHAPTER 4. A MODIFIED FUZZY HIERARCHICAL TOPSIS MODEL**

### **4.1 Chapter Introduction**

Chapter 4 introduces a fuzzy model applied in this research. It integrates two different approaches. The hierarchical weight procedure was adopted from Kahraman, Çevik, Ates and Gülbay (2007) and the defuzzification and ranking procedures were modified from Chu and Lin's (2003) approach. This chapter illustrates a modified fuzzy model with regard to its background information and detailed explanation of equations.

### **4.2 Multiple Criteria Decision Making (MCDM)**

A multi-criteria decision-making (MCDM) problem can be briefly described as decision makers assessing target alternatives under a set of weighted criteria (Chen, 2000). MCDM methods are developed to determine the best alternative from a set of alternatives with regard to evaluation attributes (He, Wang, & Zhou, 2009, Wu, Tzeng, & Chen, 2009). This research involves identifying the best option from a set of luxury hotel websites using multiplicity criteria for judging performance. However, human judgments and preferences are often vague. As such, it cannot be estimated by exact numerical values ("crisp" represents exact number in fuzzy logic

terminology) (Chen, 2000; Law, 2007). Bellman and Zadeh (1970), and Hsu and Chen (1997) suggested that linguistic assessments should replace numerical values to identify ratings and weights more accurately. Zadeh (1965) proposed the fuzzy set theory that represents consumers' perspectives by fuzzy linguistic variables in fuzzy numbers. It is used to capture evaluators' judgments, including their preference for linguistic terms. Additionally, as indicated in Chapter 2, the future direction of website evaluation is employing formal scientific methods with theories from other disciplines. Therefore, according to the benefits of fuzzy set theory, this research evaluates luxury hotel performance under the fuzzy environment.

### **4.3 Introduction of Fuzzy Hierarchical TOPSIS Model**

Many FMCDM approaches have been proposed in published articles. For example, Fuzzy Analytic Hierarchy Process (FAHP) and Fuzzy TOPSIS are widely used for managing multi-attribute decision-making problems in real situations.

The Analytic Hierarchy Process (AHP) was introduced by Saaty in 1980. The basic concept of AHP is to perform a pair-wise comparison of experts' opinions to produce a hierarchy list. FAHP extends the AHP process to fuzzy environment. However, the pair-wise comparison process can only be employed to assess small size of alternatives, which not suitable for a large sample size. An excessive number of alternatives and criteria increase the work load to evaluators and decrease the accuracy of the evaluation results. To cover this disadvantage, this research mainly focuses on incorporating fuzzy set theory into the evaluation and ranking the

usefulness performance of hotel websites using the Fuzzy TOPSIS method, which is one of the most effective methods for addressing rank reversal issues (Bottani & Rizzi, 2006).

TOPSIS was firstly proposed by Hwang and Yoon (1981). Chen (2000) extended this well-known method and called it fuzzy TOPSIS which calculates the distance of each fuzzy number from both fuzzy positive ideal solution (FPIS) and fuzzy negative ideal solution (FNIS). Similar to TOPSIS, the fuzzy TOPSIS has been widely applied by researchers. Examples of these applications include intercompany comparison (Deng, Yeh & Willis, 2000), hotel service quality evaluation (Ben fez, Mart ín & Rom án, 2007), plant location (Chu, 2002), and aggregation of production planning (Wang & Liang, 2004). Since fuzzy TOPSIS has been developed, many prior studies focused on modifying and improving this method by using different schemes (Chu, 2002; Chu & Lin, 2003; Liang, 1999; Zhang & Lu, 2003).

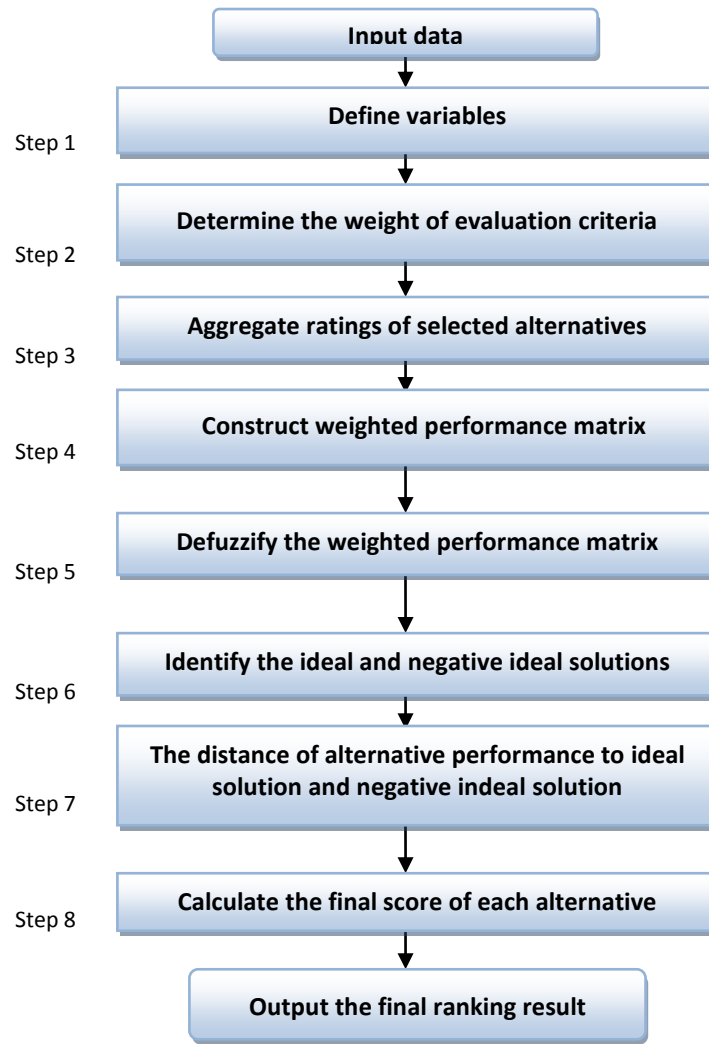
Sadi-Nezhad and Khalili Damghani (2010) summarized the main differences between modified fuzzy TOPSIS approaches into three categories: choosing the normalization method of decision matrix, determining FPIS and FNIS, and distance calculation between fuzzy numbers. Based on the objectives of this research, a modified fuzzy TOPSIS evaluation model is developed. This model combines the hierarchical weight procedure of Kahraman, Çevik, Ates and Gülbay (2007) and the defuzzification and ranking procedures from Chu and Lin (2003). Kahraman, Çevik, Ates and Gülbay (2007) proposed a fuzzy hierarchical TOPSIS model for industrial robotic systems evaluation. Their model established a fuzzy hierarchical structure to solve the problem of weighting dimensions, sub-dimensions and criteria. The

defuzzification and ranking procedures in Chu and Lin (2003)'s study combined the decision matrices of weighted criteria and alternative evaluation results to produce the ranking result in crisp value. The next section describes the modified model in detail.

#### **4.4 Modeling Process of Fuzzy Hierarchical TOPSIS Model**

Figure 4.1 illustrates the eight steps for establishing the modified fuzzy hierarchical TOPSIS model. Detailed explanations are provided in the following sections.

**Figure 4.1 Modeling Process of Modified Fuzzy Hierarchical TOPSIS Model**



***Step 1: Define the variable***

Let  $R_{tj}$  respondents ( $t=1, 2, 3 \dots k_t$ ) represent the importance of  $A_j$  evaluation criteria ( $j=1, 2, 3 \dots n$ ). After weighting each criterion, let  $E_t$  evaluators ( $t=1, 2, 3 \dots, k$ ) evaluate  $h_i$  alternatives ( $i=1, 2, 3 \dots, m$ ) using  $A_j$  evaluation criteria. The linguistic terms represented by triangular fuzzy numbers are given in Tables 4.1 and 4.2 to determine the importance degree of each criterion and score the performance of each alternative. Figure 4.2 displays the fuzzy triangular numbers in a diagram.

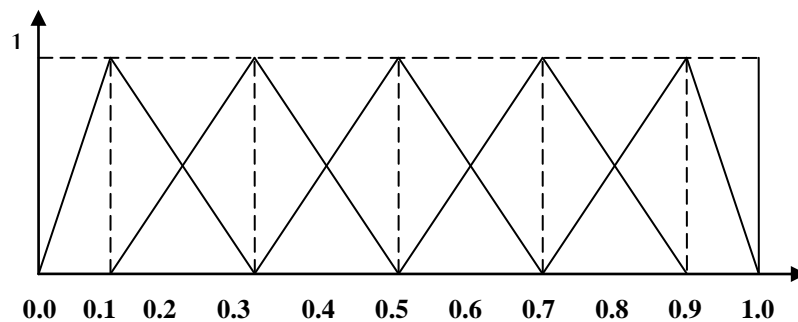
**Table 4.1 Importance (Linguistic Terms Represented by Triangular Fuzzy Numbers)**

<b>Importance (Linguistic Terms )</b>	<b>Fuzzy Term of Value</b>
Very Unimportant (VU)	(0.0, 0.1, 0.3)
Unimportant (U)	(0.1, 0.3, 0.5)
Average (A)	(0.3, 0.5, 0.7 )
Important (I)	(0.5, 0.7, 0.9)
Very Important (VI)	(0.7, 0.9, 1.0 )

**Table 4.2 Performance (Linguistic Terms Represented by Triangular Fuzzy Numbers)**

<b>Importance (Linguistic Terms )</b>	<b>Fuzzy Term of Value</b>
Very Poor (VP)	(0.0, 0.1, 0.3)
Poor (P)	(0.1, 0.3, 0.5)
Average (A)	(0.3, 0.5, 0.7 )
Good (G)	(0.5, 0.7, 0.9)
Very Good (VG)	(0.7, 0.9, 1.0 )

**Figure 4.2 Triangular Fuzzy Numbers**



***Step2: Determine weight of the evaluation criteria***

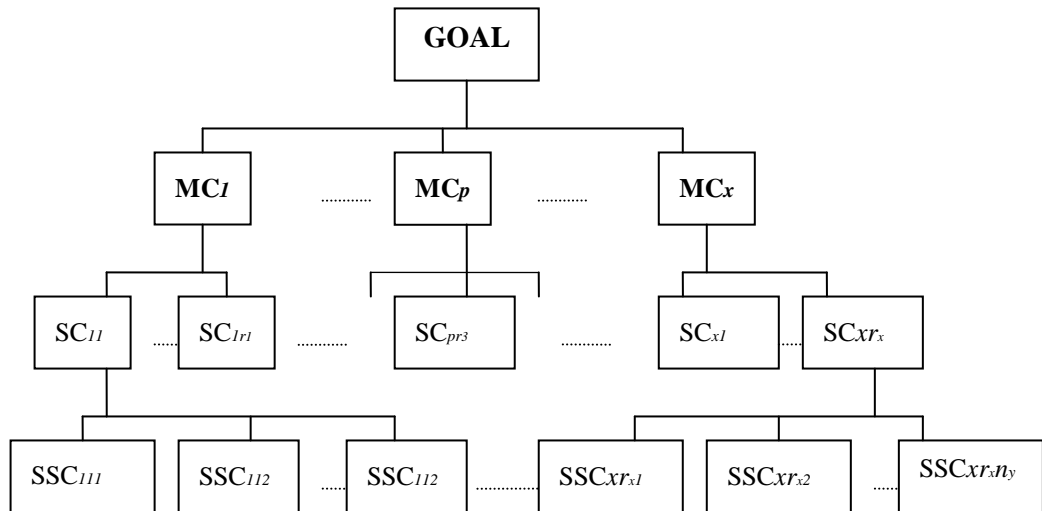
The weight of each main criterion is assigned by respondents with respect to the goal which related to main purpose of using fuzzy hierarchical TOPSIS model. In addition, the weight of each sub-criterion is assigned by the respondents with respect to the main criterion (Kahraman et al., 2007). This research adopted Kahraman et al.'s (2007) method to calculate the weight of each criterion. The goal is to determine the



importance of each criterion on website performance. The weight of each main criterion was assigned by respondents with respect to the goal, and the weight of each sub-criterion was assigned with respect to the main criterion. The part where a hierarchy is considered in the fuzzy TOPSIS algorithm in this research is represented in Figure.4.3:

As mentioned above, it is assumed that there are  $x$  main evaluation criteria,  $y$  sub-criteria,  $n$  sub-sub-criteria and  $k_l$  respondents. Each main criterion has  $r_i$  sub-criteria, and the total number of sub-criteria  $y$  is equal to  $\sum_{i=1}^r r_i$ . Moreover, the sub-criteria have  $n_i$  sub-sub-criteria, and the total number of sub-sub criteria  $n$  is equal to  $\sum_{i=1}^y n_i$ .

**Figure 4.3 Hierarchy Considered in the Fuzzy TOPSIS Algorithm**



The fuzzy weight of the main evaluation criteria can be expressed by a matrix  $W_{MC}$  format as shown in Equation (1) (Kahraman, Çevik, Ates & Gülbay, 2007):

$$W_{MC} = \begin{matrix} MC_1 \\ MC_2 \\ MC_p \\ \vdots \\ MC_x \end{matrix} \begin{bmatrix} w_1 \\ w_2 \\ w_p \\ \vdots \\ w_x \end{bmatrix} \dots\dots\dots (1)$$

where  $w_p$  is the arithmetic mean of weights which is assigned by the respondents and calculated by Equation (2)

$$w_p = \frac{\sum_{i=1}^{k_1} w_{pi}}{k_1} = (a_p, b_p, c_p) = \left(\frac{1}{k_1}\right) \otimes (w_1 \oplus w_2 \dots \oplus w_p), \dots\dots\dots (2)$$

$$\text{where } a_p = \frac{\sum_{i=1}^{k_1} a_{pi}}{k_1}, \quad b_p = \frac{\sum_{i=1}^{k_1} b_{pi}}{k_1}, \quad c_p = \frac{\sum_{i=1}^{k_1} c_{pi}}{k_1}, \quad (p=1, 2, \dots, x)$$

$w_{pi}$  refers to the importance score of  $p$ th main criterion with respect to the goal assessed by the  $i$ th respondent.

$$w_{pl} = \frac{\sum_{i=1}^{k_1} w_{pli}}{k_1} = (a_{pl}, b_{pl}, c_{pl}) = \left(\frac{1}{k_1}\right) \otimes (w_{p1} \oplus w_{p2} \dots \oplus w_{pl}) \dots\dots\dots (3)$$

$$\text{where } a_{pl} = \frac{\sum_{i=1}^{k_1} a_{pli}}{k_1}, \quad b_{pl} = \frac{\sum_{i=1}^{k_1} b_{pli}}{k_1}, \quad c_{pl} = \frac{\sum_{i=1}^{k_1} c_{pli}}{k_1}, \quad (l=1, 2, \dots, y) \text{ and } w_{pli} \text{ is the weight of } l\text{th}$$

sub-criteria with respect to  $p$ th main criteria indicated by the  $i$ th respondent.

$$w_{plt} = \frac{\sum_{i=1}^{k_1} w_{plti}}{k_1} = (a_{plt}, b_{plt}, c_{plt}) = \left(\frac{1}{k_1}\right) \otimes (w_{pl1} \oplus w_{pl2} \dots \oplus w_{plt}) \dots\dots\dots (4)$$

where  $a_{plt} = \frac{\sum_{i=1}^{k_1} a_{plti}}{k_1}$ ,  $b_{plt} = \frac{\sum_{i=1}^{k_1} b_{plti}}{k_1}$ ,  $c_{plt} = \frac{\sum_{i=1}^{k_1} c_{plti}}{k_1}$ ,  $(1 \leq t \leq n_i)$  and  $w_{plti}$  is the weight of

$t$ th sub-sub-criteria with respect to  $l$ th sub-criteria under the main criteria indicated by the  $i$ th respondent.

The weight of evaluation criteria is calculated by using Equation (5)

$$W_j = W_{plt} = \sum_{t=1}^n w_p w_{pl} w_{plt} \dots \dots \dots (5)$$

### ***Step 3: Aggregate ratings of selected alternatives***

The fuzzy performance rating of alternatives can be expressed by Equation (6)

$$H_{ij} = (d_{ij}, e_{ij}, f_{ij}) = \left(\frac{1}{k}\right) \otimes (H_{ij1} \oplus H_{ij2} \dots \dots \oplus H_{ijk}) \dots \dots \dots (6)$$

where,  $d_{ij} = \frac{\sum_{t=1}^k d_{ijt}}{k}$ ,  $e_{ij} = \frac{\sum_{t=1}^k e_{ijt}}{k}$ ,  $f_{ij} = \frac{\sum_{t=1}^k f_{ijt}}{k}$ ,  $(t=1, 2, 3, \dots, k)$ , and  $H_{ijt}$  represents

the performance rating of  $h_i$  with respect to criterion  $A_j$  indicated by the  $t$ th respondent.

### ***Step 4: Construct weighted performance matrix***

Matrix  $S_{ij}$  in Equation (7) is formed by the alternative performance rating matrix and weight matrix of sub-sub-criteria.

$$S_{ij} = W_j \otimes H_{ij} \dots \dots \dots (7)$$

where  $S_{ij}$  denotes the weighted performance matrix.

**Step 5: Defuzzify the weighted performance matrix**

According to Chu and Lin's (2003) fuzzy TOPSIS method, the membership function of  $S_{ij}$  can be developed by the following Equations (8) to (12):

$$S_{ij}^{\alpha} = W_j^{\alpha} \otimes H_{ij}^{\alpha} \dots\dots\dots (8)$$

$\therefore$  Fuzzy number  $A$  can be described as any fuzzy subset of the real line  $R$  with membership function  $f_A$  (Dubois & Prade, 1978). When  $A$  is a triangular fuzzy number  $A = (a, b, c)$ ,  $A$  can be presented by Equation (9) (Kaufmann & Gupta, 1991):

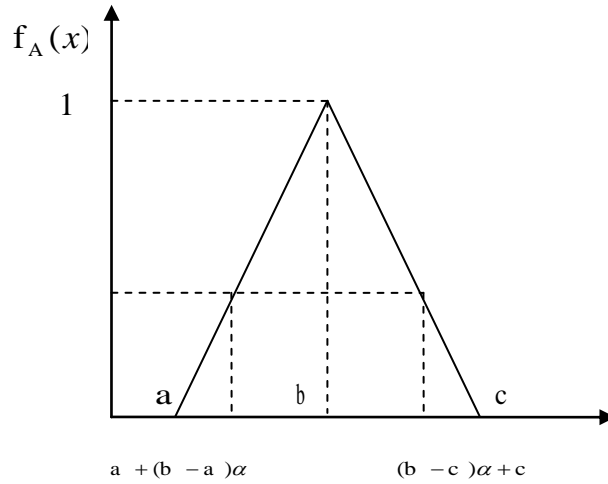
$$f_A(x) = \begin{cases} (x - a) / (b - a) & (a \leq x \leq b) \\ (x - c) / (b - c) & (b \leq x \leq c) \\ 0 & (\text{otherwise}) \end{cases} \dots\dots\dots (9)$$

Where  $a$ ,  $b$  and  $c$  are real numbers.

Based on Equation (9), the lower and upper bounds of the  $\alpha$ -cut fuzzy number (Figure 4.4)  $A$  can be expressed by Equation (10) (Kaufmann & Gupta, 1991):

$$A^{\alpha} = \{x | f_A(x) \geq \alpha\} \text{ Where } x \in R, \alpha \in [0, 1] \dots\dots\dots (10)$$

**Figure 4.4  $\alpha$  -cut Set of Fuzzy Numbers**



$A^\alpha$  is a non-empty bounded closed interval contained in  $\mathbb{R}$  and it can be denoted by Equation (11):

$$A^\alpha = [A_l^\alpha, A_u^\alpha] = [a + (b - a)\alpha, (b - c)\alpha + c] \quad \alpha \in [0, 1] \dots \dots \dots (11)$$

where  $A_l^\alpha$  and  $A_u^\alpha$  are the lower and upper bounds of the closed interval, respectively, as illustrated in Figure 4.5.

$\therefore S_{ij}^\alpha$  is calculated by Equation (12)

$$\begin{aligned} S_{ij}^\alpha &= W_j^\alpha \otimes H_{ij}^\alpha = [W_{lj}^\alpha, W_{uj}^\alpha] \otimes [H_{lij}^\alpha, H_{uij}^\alpha] \dots \dots \dots (12) \\ &= [a_j + (b_j - a_j)\alpha, (b_j - c_j)\alpha + c_j] \otimes [d_{ij} + (e_{ij} - d_{ij})\alpha, (e_{ij} - f_{ij})\alpha + f_{ij}] \\ &= [(b_j - a_j)(e_{ij} - d_{ij})\alpha^2 + [a_j(e_{ij} - d_{ij}) + d_{ij}(e_{ij} - d_{ij})]\alpha + a_j d_{ij}, \\ &\quad (b_j - c_j)(e_{ij} - f_{ij})\alpha^2 + c_j(e_{ij} - f_{ij}) + f_{ij}(b_j - c_j)]\alpha + c_j f_{ij} \end{aligned}$$

Based on Equation (12),  $S_{ij}^\alpha$  can be represented by two Equations (13) and (14):

$$(b_j - a_j)(e_{ij} - d_{ij})\alpha^2 + [a_j(e_{ij} - d_{ij}) + d_{ij}(e_{ij} - d_{ij})]\alpha + a_j d_{ij} - x = 0 \dots \dots \dots (13)$$

$$(b_j - c_j)(e_{ij} - f_{ij})\alpha^2 + [c_j(e_{ij} - f_{ij}) + f_{ij}(b_j - c_j)]\alpha + c_j f_{ij} - x = 0 \dots\dots\dots (14)$$

**Let:**  $V_{ij} = a_j d_{ij}$ ;

$$Z_{ij} = b_j e_{ij};$$

$$M_{ij} = c_j f_{ij};$$

$$X_{ij1} = (b_j - a_j)(e_{ij} - d_{ij});$$

$$Y_{ij1} = a_j(e_{ij} - d_{ij}) + d_{ij}(b_j - a_j);$$

$$X_{ij2} = (b_j - c_j)(e_{ij} - f_{ij});$$

$$Y_{ij2} = c_j(e_{ij} - f_{ij}) + f_{ij}(b_j - c_j);$$

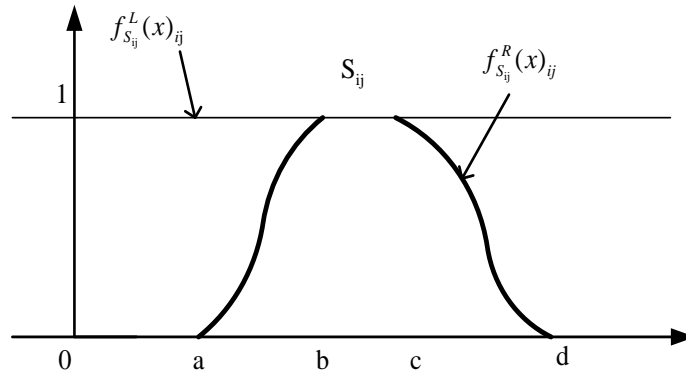
Equations (13) and (14) can be expressed as follows:

$$\left\{ \begin{array}{l} X_{ij2}\alpha^2 + Y_{ij2}\alpha + M_{ij} - x = 0 \dots\dots\dots (15) \\ X_{ij1}\alpha^2 + Y_{ij1}\alpha + V_{ij} - x = 0 \dots\dots\dots (16) \end{array} \right.$$

Kaufmann and Gupta's (1988) mean of removals method was adopted by Chu and Lin (2003) to solve a MCDM problem on robot selection. It performs better on ranking fuzzy numbers with  $\alpha$ -cut set of triangular fuzzy numbers (Chu & Lin, 2003). Only roots in  $[0, 1]$  will remain in Equations (15) and (16) (Chu & Lin, 2003). The left membership function ( $f_{S_{ij}}^L(x)_{ij}$ ) and the right membership function ( $f_{S_{ij}}^R(x)_{ij}$ ) of  $S_{ij}$  as shown in Figure 3.4 can be developed by following Equations (17) and (18):

$$\left\{ \begin{array}{l} f_{S_{ij}}^L(x) = \{-Y_{ij1} + [Y_{ij1}^2 + 4X_{ij1}(x - V_{ij})]^{\frac{1}{2}}\} / 2X_{ij1} (V_{ij} \leq x \leq Z_{ij}) \dots\dots\dots (17) \\ f_{S_{ij}}^R(x) = \{-Y_{ij2} + [Y_{ij2}^2 + 4X_{ij2}(x - M_{ij})]^{\frac{1}{2}}\} / 2X_{ij2} (Z_{ij} \leq x \leq M_{ij}) \dots\dots\dots (18) \end{array} \right.$$

**Figure 4.5 Left and Right Removals of  $S_{ij}$**



Calculated membership function of  $S_{ij}$  may not yield a triangular shape (Chu & Lin, 2003), when  $X_{ij1} = 0$ ,  $f_{S_{ij}}^L(x) = (x - V_{ij}) / Y_{ij1}$ . Similarly,  $X_{ij2} = 0$ ,  $f_{S_{ij}}^R(x) = (x - Z_{ij}) / Y_{ij2}$ . In addition, if  $X_{ij1} = Y_{ij1} = 0$  or  $X_{ij2} = Y_{ij2} = 0$ , there is no left or right membership function of  $S_{ij}$ . For convenience,  $S_{ij}$  can be expressed as follows (Chu & Lin, 2003):

$$S_{ij} = (X_{ij1}, Y_{ij1}, X_{ij2}, Y_{ij2}; Z_{ij}, V_{ij}, M_{ij}) \dots\dots\dots (19)$$

Based on Kaufmann and Gupta's (1988) mean of removals method:

$$\text{Let } a = V_{ij} = a_j d_{ij};$$

$$b = Z_{ij} = b_j e_{ij};$$

$$c = M_{ij} = c_i f_{ij}$$

Subsequently, Equations (20) and (21) can be obtained:

$$\left\{ \begin{array}{l} S_{ij}^L = b - \int_a^b f_{S_{ij}}^L(x) dx \dots\dots\dots (20) \\ S_{ij}^R = b + \int_b^c f_{S_{ij}}^R(x) dx \dots\dots\dots (21) \end{array} \right.$$

$$M(S_{ij}) = \frac{1}{2} (S_{ij}^L + S_{ij}^R) \dots\dots\dots (22)$$

The final score of  $S_{ij}$  can be described as Equation (22).

***Step 6: Identify the ideal and negative ideal solutions***

The ideal and negative ideal solutions are selected among all the  $S_{ij}$ , the ideal solution is expressed by Equation (23), and the negative ideal solution is expressed by Equation (24).

$$I^+ = (s_1^+, \dots, s_j^+) \dots\dots\dots (23)$$

$$I^- = (s_1^-, \dots, s_j^-) \dots\dots\dots (24)$$

Where  $s_j^+ = \max_i \{s_{ij}\}$  and  $s_j^- = \min_i \{s_{ij}\}$ .

***Step 7: Distance of the alternatives to the ideal solution and the negative ideal solution***

Equations (25) and (26) are applied to calculate the distance of the alternatives from

$I^+$  and  $I^-$ :

$$d_i^+ = \sqrt{\left[ \sum_{j=1}^n (S_{ij} - S_j^+)^2 \right]} \dots\dots\dots (25)$$

$$d_i^- = \sqrt{\left[ \sum_{j=1}^n (S_{ij} - S_j^-)^2 \right]} \dots\dots\dots (26)$$

Where  $d_i^+$  denotes the distance between each alternative and the ideal solution,



$d_i^-$  denotes distance between each alternative and the negative ideal solution.

**Step 8: Calculate the final score of each alternative**

The closeness coefficient of alternative  $H_i$  with respect to the ideal solution  $H^+$  is expressed by Equation (27):

$$C_i = \frac{d_i^-}{d_i^+ + d_i^-} \quad (0 < C_i < 1, i=1-m) \dots \dots \dots (27)$$

When alternative  $H_i$  is closer to  $H^+$  than  $H^-$  as  $C_i$  approaches 1, this result suggests that the evaluation grade of  $H_i$  increases with  $C_i$ . Thus, the larger  $C_i$ , the better performance alternative  $H_i$  will be.

**4.4.1 Weight of Criterion**

As mentioned above, the fuzzy weight of the main evaluation criteria matrix  $W_{MC}$  can be expressed as Equation (1) (Kahraman, Çevik, Ates & Gülbay, 2007):

$$W_{MC} = \begin{matrix} MC_1 \\ MC_2 \\ MC_p \\ \vdots \\ MC_x \end{matrix} \begin{matrix} \overset{GOAL}{\left[ \begin{matrix} w_1 \\ w_2 \\ w_p \\ \vdots \\ w_x \end{matrix} \right]} \end{matrix} \dots \dots \dots (1)$$

where  $w_p$  is the arithmetic mean of weights that can be calculated by Equation (2).

Matrix  $\tilde{W}_{SC}$  presents the weight of sub-criterion with respect to the main criterion.

This matrix is presented in Equation (28). The weight vectors obtained from  $W_{MC}$

are written before matrix  $\tilde{W}_{SC}$ .

$$\tilde{W}_{SC} = \begin{matrix} & \overset{w_1}{MC_1} & \overset{w_2}{MC_2} & \cdots & \overset{w_p}{MC_p} & \cdots & \overset{w_x}{MC_x} \\ \begin{matrix} SC_{11} \\ SC_{12} \\ SC_{pl} \\ \vdots \\ SC_{xr_x} \end{matrix} & \begin{bmatrix} w_{12} & 0 & \cdots & 0 & \cdots & 0 \\ w_{12} & 0 & \cdots & 0 & \cdots & 0 \\ 0 & 0 & \cdots & 0 & \cdots & 0 \\ \vdots & 0 & \cdots & w_{pl} & \vdots & 0 \\ 0 & 0 & \cdots & 0 & \cdots & w_{xy_x} \end{bmatrix} \end{matrix} \dots (28)$$

where  $w_{pl}$  is the arithmetic mean of the weights assigned by respondents and it can be calculated by Equation (3).

The third matrix  $\tilde{W}_{SSC}$  is shown by Equation (29), which represents the weights of sub-sub-criteria with respect to the sub-criteria. Weight vectors obtained from  $\tilde{W}_{SC}$  are written before matrix  $\tilde{W}_{SSC}$ .

$$\tilde{W}_{SSC} = \begin{matrix} & \overset{w_{11}}{SC_{11}} & \overset{w_{12}}{SC_{12}} & \cdots & \overset{w_{pl}}{SC_{pl}} & \cdots & \overset{w_{xy}}{SC_{xy}} \\ \begin{matrix} SSC_{111} \\ SSC_{112} \\ \vdots \\ SSC_{12r_1} \\ \vdots \\ SSC_{plt} \\ \vdots \\ SSC_{xr_x n_y} \end{matrix} & \begin{bmatrix} w_{111} & 0 & \cdots & 0 & \cdots & 0 \\ w_{112} & 0 & \cdots & 0 & \cdots & 0 \\ \vdots & \vdots & w_{12r_1} & \cdots & 0 & \cdots & \vdots \\ 0 & 0 & \cdots & 0 & \cdots & 0 \\ \vdots & \vdots & \vdots & \cdots & 0 & \cdots & \vdots \\ 0 & 0 & \cdots & 0 & w_{plt} & 0 \\ \vdots & \vdots & \vdots & \cdots & 0 & \cdots & \vdots \\ 0 & 0 & \cdots & 0 & \cdots & w_{xr_x n_y} \end{bmatrix} \end{matrix} \dots (29)$$

where  $w_{plt}$  is the arithmetic mean of weights assigned by respondents and it can be

calculated using Equation (4).

The defuzzification process of weight matrixes of  $\tilde{W}_{SSC}$ , and  $\tilde{W}_{SC}$  will repeat Step 5 which is adopted from Chu and Lin (2003). Lastly, to avoid complicated calculation process and ensure accurate result, a Java program was developed to calculate the fuzzy model from Step 1 to Step 5. The overall weight that was initially calculated was then combined with evaluation results. The last three steps were calculated by Microsoft Office Excel program ranking the best to worst performed websites.

#### **4.5 Chapter Summary**

This chapter introduces in detail the modified fuzzy model and the purpose of using the formula. Evidently, the modified fuzzy TOPSIS model successfully weights the evaluation criteria by a hierarchical structure. The defuzzified final result reflects the hotel website performance in crisp values, which provides a readable result for both hoteliers and researchers. Chapters 5 and 6 will describe findings and implications of this study.

## **CHAPTER 5. FINDINGS AND DISCUSSION**

### **5.1 Chapter Introduction**

Chapter 3 introduced an integrated approach incorporating both qualitative and quantitative methods to solve the research problem. Chapter 4 presented the establishment of a fuzzy evaluation method. This chapter presents research findings and starts with a detailed analysis of group discussions including newly discovered attributes for hotel websites. The importance of website usability and functionality is then discussed.

This section is followed by a discussion of the overall performance of Chinese and international luxury hotel websites, respectively. Subsequently, the usability and functionality performance of Chinese and international luxury hotels is described. The last section compares the differences between Chinese and international luxury hotel website performance. Differences between Chinese and international consumers' perceptions are also provided. Additionally, this chapter presents the profiles of group discussion members, the respondents of surveys and the website evaluators.

## 5.2 Focus Group Discussion

With reference to the literature, it can be observed that consumers' perceptions of travel related websites have been widely studied in the Western context (Kim, Ma & Kim, 2006). However, the issue remains uncertain as to whether these findings are applicable to Chinese users. Hence, two sections have been employed by this research. The first gathers Chinese users into focus groups to investigate Chinese web users' perceptions of a hotel website. New attributes are discovered based on the findings of Chinese focus group discussion. The second section invites international focus groups to review these new attributes and evaluate their suitability in the international context.

### 5.2.1 Chinese Focus Group Discussion

Table 5.1 illustrates the demographics of discussion groups, including group number, number of participants, gender and origins. A total of five groups participated in the study. A section would be closed if no more new ideas emerged after an hour discussion in each group. Chinese was the language used during the group discussions.

**Table 5.1 Profile of Chinese Discussion Groups**

<b>Group number</b>	<b>Number of Participants</b>	<b>Gender</b>	<b>Origin</b>
Group 1	3	1 male and 2females	Mainland Chinese
Group 2	3	1 male and 2females	Mainland Chinese
Group 3	2	1 male and 1 female	Mainland Chinese
Group 4	4	1 male and 3 females	Mainland Chinese
Group 5	4	4 males	Mainland Chinese

#### 5.2.1.1 Chinese Consumers' Perceptions of Hotel Websites

Thirteen of the 16 participants had experience of visiting hotel websites and their common motivations were room reservation and hotel information searching. The advantage of doing this lies in its convenience of collecting sufficient of information without time limitation. The users had different perspectives on searching for hotel information on websites. In one case, a customer planning to book a hotel room on a travel website may visit the official website of the hotel for detailed information and compare the room rate offered by the hotel website and the intermediary website. In another case, if the hotel is a historical building or the landmark of the city, customers, especially tourists, may log on to its website and check corresponding information.

According to the discussion results of the five focus groups, a list of general hotel website requirements from Chinese online users' perspectives is summarized into the eight points given below.

*Facility with photos (e.g. rooms, F&B, banquet, conference, entertainment facilities)*

Thirteen of the 16 participants wanted to search this kind of information from hotel websites and prefer the information to be combined with photographs. However, two out of the sixteen participants indicated that the photographs on hotel websites may not all be trustworthy and may have been enhanced by software.

### *Price*

Sixteen participants indicated that price was the most important factor in hotel selection. Three of them did not trust the prices shown on hotel websites. So they visited the intermediary website for price comparison before making the final room booking decision.

### *Reservation system*

Only five of the 16 participants stated that the online reservation system was important to them. They wanted to book a hotel room online because of the low price and convenience. However, if it did not cost too much, telephone reservation still worked for some of the participants.

### *Location and transportation*

All participants searched for this information on hotel websites. Thus, hotels urgently need to provide electronic maps clearly and accurately indicating the direction of the airport and train station.

### *Hotel's surrounding environment and attractions*

Fifty percent of the participants hoped to get familiar with the surroundings of the hotel before arrival and wanted to get some flight or train destination information from the hotel website.

### *Promotion information*

Ten of the 16 participants indicated that they paid a great deal of attention to special offers or promotion information of the hotel.

### *Multimedia information*

Two participants from two different focus groups showed their interest in the information provided by innovative multimedia on hotel websites, such as three-dimensional (3D) picture tours of hotel rooms, short videos of the hotel's overall facilities and interactive hotel orientation tour conducted by a cartoon staff character. Most of the participants agreed that they would add bonus points to a hotel's website quality if multimedia design functions well. However, if the loading is very slow or the link cannot be opened at all (which often happens), it leaves a bad impression on subscribers.

#### 5.2.1.2 New Perceptions of Hotel Websites from Chinese Consumers

In addition to commonly expected information from a hotel website, this research found a number of new preferences from Chinese consumers, and these tendencies were not listed in the pre-test questionnaire nor found in previous studies.

### *Employment / internal staff list with photos*

Two of the 16 participants indicated willingness to have a look at this information if they had enough time, as they expressed their interest in knowing more about a hotel's additional information, such as recruiting requirements. One of the participants mentioned that the recruiting requirements may reflect the quality of hotel staff. Thus, browsing the hotel's "job offer" page could be a useful point for detecting service quality. However, a number of participants disagreed. Two participants stated that they would never spend time on this kind of information



during their visit to a hotel website.

#### *Message board /bulletin board service (BBS)*

A handful of Chinese hotel websites feature message boards or bulletin boards for guests to leave comments about their stay. The focus group participants had a mixed view of this function. Five of the participants liked this idea very much and relied on previous guests' comments to make their own decision when booking, while the rest could not fully believe these messages because unfavorable comments were destined to be deleted by the hotel.

#### *Online service*

One interesting finding is that five recommendations were about to install web phone and instant message functions for hotel websites, which were already used by some intermediary agents' websites. An emphasis was placed on personalized service preference instead of struggling for information on the website. Web phone and instant message cost less, allowing consumers to communicate directly with hotel staff. Through this, they could have a rough idea of the quality of the hotel's services before booking.

#### *Chinese version of a hotel website*

Although most China-based hotel websites are in the Chinese language, a few high-class hotels mainly targeting foreign guests only offer foreign language versions. Nine participants assumed that all Chinese hotels' websites offered a Chinese version. However, a quarter of the participants showed an understanding of the hotels' English-only websites: "If most of the hotel's guests were foreigners, a

Chinese version would not be necessary. So far, English has been the most commonly used language anyway” (as commented by one of the participants). In fact, international hotels could attract more Chinese guests by providing a Chinese version website.

#### *Unique design of a website’s logo*

Two groups mentioned the hotel logo design. One of the participants believed that the uniqueness of a hotel logo could help promote brand retention, allowing consumers to recall the hotel. Another participant pointed out that hotel logo design implied how serious the business is, as a unique and well-designed logo expresses willingness to provide an unforgettable first impression and a high standard of service.

#### *Celebrity’s stay record*

Two participants expressed interest over the hotel’s record of celebrity visits. If the president of a country or a famous movie star previously stayed in a hotel, it promotes a good impression and bespeaks high quality, thus prompting promotion through word of mouth.

### **5.2.2 International Focus Group Discussion**

The profile of international discussion group participants is described in Table 5.2 in terms of group number, number of participants in each group, gender and their

origins. A total of three groups were gathered. The section would be closed if no more new ideas emerged after over one hour discussion for each group. English was used during the group discussion.

**Table 5.2 Profile of International Discussion Groups**

<b>Group number</b>	<b>Number of Participants</b>	<b>Gender</b>	<b>Origins</b>
Group 1	2	2 males	German and Netherlands
Group 2	4	2 males and 2 females	Malaysia
Group 3	4	3 males and 1 female	Mexico and USA

#### 5.2.2.1 International Perceptions on Hotel Websites

Ten participants stated that they used the Internet to search for hotel information. “Price” and “hotel location” were the major information they searched for. Five participants indicated that hotel features and photos of hotel rooms were the most important reasons for them to use the Internet.

##### *Simple and clean structure*

Seven of the 10 participants preferred hotel websites with a simple and clean structure. The participants indicated that a hotel website should not require “too many clicks”. They requested a simple but qualified hotel website that should be easy to use. A clean and effective website implies that the company cares significantly about its website, assigning a strong team to manage it. A participant argued that, though maintaining simplicity was a good idea, usability of functions was of extreme importance as well. Another participant added additional points by stating that a simple website structure was of the same importance as friendliness. A

website's ease-of-use certainly gives consumers a good impression on the hotel.

#### *Location and transportation*

Hotel location was mentioned by all participants. Consumers sought detailed information on how to reach the hotel accurately, asking for a destination map and availability of local transportation.

#### *Hotel facility information and room availability*

Nine participants agreed that a hotel website should provide hotel facility information, including photos, room availability check, and service explanations. Two participants requested hotel restaurant information as well. Two female participants added an additional point on spa information. One participant stated that the most important thing for a hotel website was not price information but room availability. If a room was not available, all the search effort was wasted.

#### *Price*

All participants stated that price was very important when checking and comparing information with other hotels. Four participants emphasized that a hotel should provide photos of its facilities and state its rates clearly for different services and facilities.

#### *Surrounding information/destination information*

Six of the 10 participants asked hotel websites to provide surrounding or destination information. Two participants stated that information on attractions and weather conditions should be provided on a hotel website. One of the participants also stated

that if a hotel website did not have the responsibility of providing this kind of information, it should provide related links about this information, which would save time for consumers.

#### 5.2.2.2 International Perceptions on Pilot Questionnaire

This section generalizes international consumers' comments on the pilot questionnaire. Firstly, all participants believed the list of functionality and usability was comprehensive and did not offer supplementary ideas. However, participants in Group 1 indicated that a number of attributes that appeared similar should be categorized into a single factor. For example, telephone number, address, e-mail address, contact person, fax number all belong to the same category — contact information. Additionally, all hotels' basic facility information such as guest room, restaurant, and even gym could all fall under hotel facility information. They suggested recategorizing and rearranging the entire questionnaire structure. Similar comments were provided by participants in Group 2.

Furthermore, participants in Groups 2 and Group 3 suggested merging the following attributes “scrolling front pages”, “pages longer than four screens in length” and “horizontal scrolling”. One of these attributes should be deleted, such as “promotion of products (e.g. special offers)” and “hotel promotions”. Participants from Group 3 found “website's internal navigability” a redundant attribute. Additionally, participants in Groups 2 and 3 encircled seemingly usefulness attributes and suggested to delete them from the list. From the functionality aspect, “multimedia

presented with text representation”, “guest room facilities”, “promotion of products (e.g. special offers)”, “hotel promotions”, “restaurants”, “frequent guest programs”, “meeting facilities”, “employment opportunities”, “download/print function”, “option for different browser versions”, “create or modify personal profile for customers” and “public holidays”, were suggested to be deleted. From the usability aspect, “website’s internal navigability”, “the color of hyperlinks will be changed after visit”, “opening new browser windows”, “scrolling front pages”, “headings that make no sense out of context”, “web page design uses aesthetic/artistic theory”, “design of transaction function (e.g. location, color)”, “website has its own characteristics”, “large images being used solely for visual appeal”, “horizontal scrolling”, “pages longer than 4 screens in length”, “graphical images used to deliver a critical message”, “the color of hyperlinks will be changed after visit” were suggested to be deleted. The questionnaire was modified and revised accordingly.

#### 5.2.2.3 International Users’ Perceptions on the Attributes Collected From Chinese Consumers

International participants were asked to provide their comments on the six new attributes which were collected from Chinese participants. This section presents information gathered based on international online consumers’ discussions on these attributes.

##### *New employment/internal staff list with photos*

For the international participants, this is not an essential attribute. They argued that

the hotel service quality and staff quality should be presented by a hotel brand and star level. However, they also stated that it was good to know who would serve at the hotel. Thus, this attribute was further modified as “staff directory search function” attribute and was added to the functionality list to match the requirements of both Chinese and international consumers.

#### *Message board/bulletin board service (BBS)*

A similar comment were obtained when information from Chinese and international participants on the “message board/bulletin board service (BBS)” were compared. It was observed that this was a satisfactory feature as online contact helps consumers share their experiences. However, a hotel may consider linking to a third-party website or BBS to present recommendation information. Otherwise, not many consumers will trust information provided by the hotel itself as it may reflect bias. Evidently, both international and Chinese consumers clamored for online recommendations, and they are predisposed to trust third party websites. Thus, this attribute was included in the functionality list.

#### *(One-to-one) online services*

The international groups considered this “online one-to-one service” as a time wasting service. If customers fail to find information from a website by themselves, they are likely to leave. In that case, the website has failed to provide product information. One of the participants in Group 1 argued that if a hotel could really answer consumers’ questions in an effective way then it was a very helpful tool, otherwise, it indicated bad service quality which was likely to make a bad impression on consumers. To balance the requirements of Chinese and international participants,

the “(one-to-one) online services” attribute was modified as an example of the functionality attribute of “Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)”.

#### *Celebrity’s stay record*

Participants in Group 2 thought this was a strange point but if a super-star had stayed at this hotel they may be influenced to give it a try. Group 3’s participants stated that it made them think that it was a sign of a fancy hotel which they could not afford. Group 1’s participants rejected this opinion directly and they thought it was privacy information and should be protected by the hotel and the “Celebrity’s stay record” would not affect their original decision. This attribute was then dropped from the list since it did not make sense to international consumers.

#### *Unique design of a website’s logo*

All participants liked this attribute. A hotel should have a well-designed logo, and the benefits of this go beyond website promotion. If a hotel intends to extend its business, a unique and remarkable logo is needed. Participants believed that a unique logo helped them in recalling the hotel regardless of the quality of their stay. However, though this proved to be a very useful attribute, one of the groups emphasized that hotel facilities, price and functions were more important than this. This was kept as usability attribute as it indicates website design performance.

#### *Chinese version of a hotel website*

“Yes, Chinese should care more about the Chinese”, was quoted by participants. This statement was met with agreement among all groups. According to them, it was



necessary for hotel websites to feature both English and common language versions to consumers. To attract the attention of consumers across the globe, this attribute was modified into “multiple language versions of website” under the usability list.

### **5.2.3 Comparison of International and Chinese Online Consumers’ Perceptions on Hotel Websites**

As shown in Table 5.3, this research investigated the difference in the perceptions of Chinese and international travellers of hotel websites in terms of usefulness. Four aspects were investigated, including “why search online hotel information?” “common requirements on hotel website”, “comments on pilot questionnaire” and “about the new found attributes”. The findings demonstrated that majority of the Chinese and international online consumers searched for hotel information from the Internet.

When perceptions of Chinese and international consumers were considered separately, findings revealed that Chinese consumers preferred a hotel website to provide hotel facility information with photos, price, promotion and reservation information. They asked for destination-related information as well. In contrast, international consumers looked for a clean, simple structured hotel website as well as price, hotel facility and destination related information. This finding implies that Chinese and international users requested similar information from hotel websites. However, multimedia information appeared to be more important to Chinese consumers. A website’s ease-of-use is more important for international consumers.

As mentioned in Chapter 3, the purpose of the group discussion was to investigate Chinese perceptions of hotel websites. Thus, to save time for the consumers' discussion, a pilot study questionnaire was used as a reference in the Chinese group discussion, but no discussion was held at this time. Findings of the Chinese focus group discussion matched with the questionnaire content. Attributes such as "new employment/Internal staff list with photos", "(one-to-one) online services" and, "Chinese version of a hotel website" were suggested to be modified. Attributes such as "message board/bulletin board service (BBS)" and "unique design of a website's logo" was saved, while "celebrity's stay record" was dropped. International consumers were asked to provide comments on the pilot questionnaire to help delete inapplicable attributes and they made comments on the newly discovered attributes. Five new attributes were found which matched the requirements of both Chinese and international consumers: "staff directory search function", "hotel response to customer requirements (online one-to-one service, call back function or online feedback form)", "multiple language versions of website", "online forum (BBS or providing a link to a third party websites)", and "logo of website is unique". The newly designed questionnaire was used in the main study. The revised hotel website functionality and usability list will be displayed in the next sections.

**Table 5.3 Compare International and Chinese Participants' Perceptions on Hotel Websites**

	<b>Chinese</b>	<b>International</b>
<b>Why search online hotel information?</b>	Room reservation and hotel information search.	Hotel information, price and hotel location
<b>Common requirement on hotel website</b>	<ul style="list-style-type: none"> <li>- Facility with photos</li> <li>- Price</li> <li>- Reservation system</li> <li>- Location and transportation</li> <li>- Hotel's surrounding environment and attractions</li> <li>- Promotion information</li> <li>- Multimedia information</li> </ul>	<ul style="list-style-type: none"> <li>- Simple, clean structure</li> <li>- Location and transportation</li> <li>- Hotel facility information and room availability</li> <li>- Price</li> <li>- Surrounding information/destination information</li> </ul>
<b>Comments on pilot questionnaire</b>	The Chinese requirements matched the items presented in the pilot questionnaire	<ul style="list-style-type: none"> <li>- Delete the less useful attributes</li> <li>- Delete the repeating attributes</li> <li>- Re-categorized the rest</li> </ul>
<b>About the newly found attributes</b>	<ul style="list-style-type: none"> <li>- New employment/Internal staff list with photos</li> <li>- Message board/bulletin board service (BBS) (one-to-one) online services</li> <li>- Celebrity's stay recorded</li> <li>- Unique design of a website's logo</li> <li>- Chinese version of a hotel website</li> </ul>	<ul style="list-style-type: none"> <li>- Staff directory search function</li> <li>- Hotel response to customer requirement (online one-to-one service, call back function, or online feedback form)</li> <li>- Multiple language versions of website</li> <li>- Online forum (BBS or providing a link to a third-party websites)</li> <li>- Logo of website is unique</li> </ul>

## **5.3 Perceived Importance of Website Usefulness**

This section describes Chinese and international consumers' online perceptions of the importance of usefulness attributes on luxury hotel websites. The findings were calculated by formulas in Chapter 4 Section 4.4.1. Tables 5.5, 5.6, and 5.7 show detailed information. Discussion and analysis are provided as well.

### **5.3.1 Profile of Respondents**

Chinese and international luxury hotel consumers were asked to indicate the importance of website usefulness attributes, 256 Chinese and 253 international qualified questionnaires were collected. The profile of the respondents is provided in Table 5.4. The percentage of female respondents was larger than that of males. In addition, majority of respondents fell into the age group 26 to 45 years old. In this study, the age of international consumers was distributed from 18 to 55 years. On the other hand, majority of Chinese consumers were in the age group 26 to 35. In terms of education level, most respondents were Bachelor's degree holders or had completed postgraduate degrees. Chinese consumers were quite well distributed across higher education categories. Furthermore, Chinese respondents tended to be widely distributed among different income groups.

Meanwhile, 24.4% of international consumers received the highest income, while

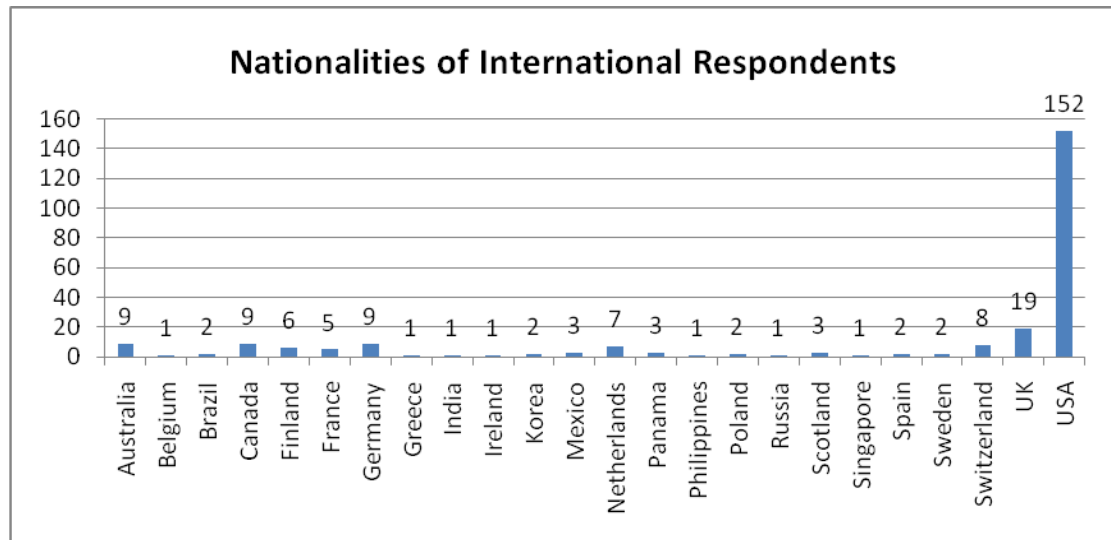
25.6% refused to answer the question about their income. Additionally, over 80% of Chinese and international consumers had over three years of online experience. Majority of international users used the Internet for 21 to 30 hours per week. 20.4% of Chinese consumers used the Internet for five to 10 hours per week and 39.2% used it more than 30 hours a week.

**Table 5.4 Profile of Respondents**

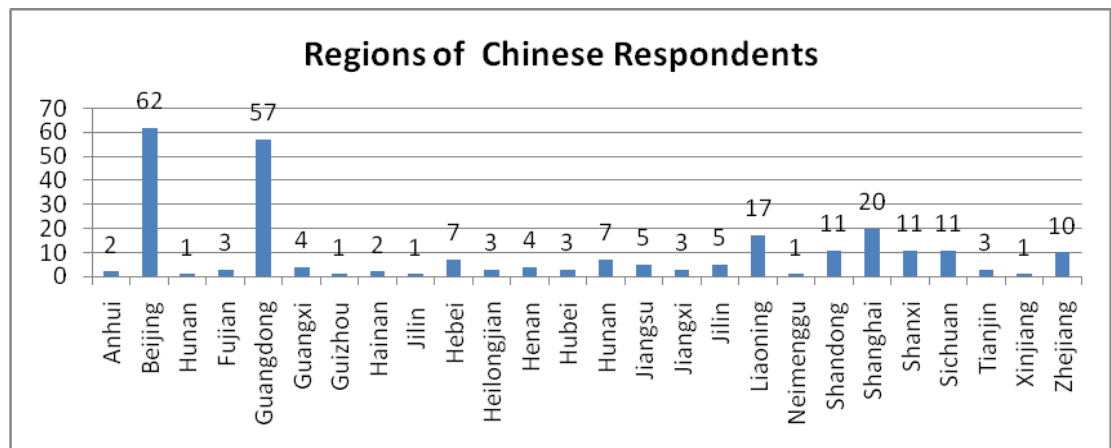
<b>Variable</b>	<b>Profile of Respondents</b>			
	<b>International (253)</b>		<b>Chinese (256)</b>	
	<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>
<b>Gender</b>				
Male	123	49.2%	103	40.4%
Female	127	50.8%	150	58.8%
Missing	3		3	
<b>Age</b>				
Under 18	1	0.4%		
18–25	51	20.4%	63	24.7%
26–35	82	32.8%	146	57.3%
36–45	62	24.8%	32	12.5%
46–55	40	16.0%	12	4.7%
56–65	14	5.6%	2	0.8%
Missing	3		1	
<b>Education</b>				
Less than secondary/high school	2	0.8%		
Completed secondary/high school	3	1.2%	24	9.4%
Some college or university	72	28.8%	81	31.8%
Completed college/university diploma/degree	117	46.8%	82	32.2%
Completed postgraduate degree	52	20.8%	66	25.9%
Missing	7		3	
<b>Monthly Household Income (USD)</b>				
USD 1,000 or less	16	6.4%	9	3.5%
USD 1,001–USD 2,000	8	3.2%	49	19.2%
USD 2,001–USD 3,000	19	7.6%	40	15.7%
USD 3,001–USD 4,000	23	9.2%	28	11.0%
USD 4,001–USD 5,000	16	6.4%	23	9.0%
USD5,001–USD 6,000	13	5.2%	20	7.8%
USD 6,001–USD 7,000	21	8.4%	16	6.3%
USD 7,001–USD 8,000	9	3.6%	7	2.7%
USD 8,001 or above	61	24.4%	40	15.7%
Refuse to answer	64	25.6%	23	9.0%
Missing	3		1	
<b>Year of using the Internet</b>				
less than 1 year	2	0.8%	2	0.8%
1-3 years	13	5.2%	37	14.5%
More than 3 years	234	93.6%	216	84.7%
Missing	4		1	
<b>Online hours per week</b>				
Less than 5 hours	13	5.2%	25	9.8%
5–10 hours	45	18.0%	52	20.4%
11–20 hours	60	24.0%	41	16.1%
21–30 hours	106	42.4%	37	14.5%
More than 30 hours	22	8.8%	100	39.2%
Missing	7		1	

Figures 5.1 and 5.2 present the nationality and regions of international and Chinese respondents from different geographical areas. International respondents came from 24 countries world-wide and Chinese consumers originated from 26 regions in China.

**Figure 5.1 Nationalities of International Respondents**



**Figure 5.2 Regions of Respondents**



### 5.3.2 Importance of Website Usefulness Dimensions

The relative importance (fuzzy weight) of each sub-dimension is listed in Table 5.5 which was obtained by fuzzy hierarchical TOPSIS method. The rank list is displayed in numerical order. Results revealed that the international and Chinese respondents

shared the same importance ranking result on the sub-dimensions of website functionality. “Reservation information” was evaluated as the most important dimension in website functionality, followed by “general information”, “surrounding area information”. “Website management” was indicated as the least important dimension. The importance of ranking result revealed the perception differences between international and Chinese users on website usability. The international luxury hotel consumers considered “navigation” and “language” as the most important dimensions. However, these ranked third in important among China-based luxury hotel consumers. “Website accessibility” was rated as the most important usability dimension by Chinese consumers, followed by “website friendliness”. Hotel websites’ “Overall layout and appearance” was regarded as the least important usability dimension by both international and Chinese consumers.



**Table 5.5 Importance of Website Usefulness Dimensions**

<b>Dimensions</b>	<b>Importance (Fuzzy Weight from International Consumers)</b>	<b>Defuzzified Importance</b>	<b>Rank</b>	<b>Importance (Fuzzy Weight from Chinese Consumers)</b>	<b>Defuzzified Importance</b>	<b>Rank</b>
<b>Functionality</b>						
General information	(0.59,0.79,0.94)	2.16	<b>2</b>	(0.54,0.74,0.9)	1.98	<b>2</b>
Reservation information	(0.6,0.8,0.94)	2.17	<b>1</b>	(0.57,0.77,0.92)	2.04	<b>1</b>
Website management	(0.41,0.61,0.79)	1.8	<b>4</b>	(0.49,0.69,0.86)	1.88	<b>4</b>
Surrounding area information	(0.48,0.68,0.85)	1.93	<b>3</b>	(0.51,0.7,0.87)	1.91	<b>3</b>
<b>Usability</b>						
Accessibility	(0.59,0.79,0.94)	2.16	<b>2</b>	(0.56,0.76,0.91)	1.96	<b>1</b>
Navigation	(0.6,0.8,0.94)	2.17	<b>1</b>	(0.52,0.72,0.88)	1.87	<b>3</b>
Website friendliness (ease-of-use)	(0.59,0.79,0.94)	2.16	<b>2</b>	(0.55,0.75,0.9)	1.93	<b>2</b>
Language	(0.55,0.75,0.95)	2.17	<b>1</b>	(0.52,0.72,0.88)	1.87	<b>3</b>
Overall layout and appearance	(0.48,0.68,0.85)	1.93	<b>3</b>	(0.48,0.68,0.85)	1.79	<b>4</b>
Overall Score		18.65			17.23	

### 5.3.3 Importance of Website Functionality

Table 5.6 shows the importance (fuzzy weight) of each website functionality attribute. Ranking results are listed in numerical order. Attributes related to hotel websites' "general information" and "reservation information" scored higher than other dimensions. In particular, "hotel location", "room rate", "secured payment system", "hotel descriptions" and "hotel facilities" were evaluated with high importance by both international and China-based luxury hotel consumers. These attributes are the basic functions that a hotel website must provide. The findings also showed that "staff directory search function", "links to other related businesses" and "create or modify personal profile for customers" were perceived as the least important attributes by Chinese and international consumers. Given the low level of importance of these attributes, hotel website designers may consider spending less effort on them.

Nonetheless, these two groups held different perspectives on functionality attributes. "Room availability" was ranked as the second most important attribute by international users, but to Chinese customers, it was ranked as only the 10th most important attribute. This indicates that the "room availability" attribute is more important for international consumers. The "hotel facilities" attribute has a higher ranking among international consumers. In addition, Chinese consumers appeared to care more about attributes such as "worldwide reservations phone number", "transportation", "airport information", "online forum (BBS or providing a link to a third party websites)", "contact information (telephone number/e-mail address,

contact person and fax number)” and “hotel response to customer requirement (online one-to-one service, call back function or online feedback form)” than international respondents. On the other hand, attributes related to the hotel and reservation information were ranked higher in importance by international respondents.

**Table 5.6 Importance of Website Functionality Attributes**

<b>Website Functionality Attributes</b>	<b>Importance (Fuzzy Weight <i>International Consumers</i>)</b>	<b>Defuzzified Importance</b>	<b>Rank</b>	<b>Importance (Fuzzy Weight <i>Chinese Consumers</i>)</b>	<b>Defuzzified Importance</b>	<b>Rank</b>
<b>General information</b>						
1. Hotel descriptions (hotel introduction)	(0.54,0.74,0.91)	2.02	<b>5</b>	(0.56,0.75,0.91)	1.92	<b>4</b>
2. Hotel location (maps, traffic information about how to reach the hotel)	(0.59,0.78,0.93)	2.09	<b>3</b>	(0.6,0.8,0.94)	2.03	<b>1</b>
3. Hotel facilities (guest room, restaurants and meeting facilities)	(0.55,0.75,0.91)	2.03	<b>4</b>	(0.53,0.73,0.89)	1.87	<b>6</b>
4. Promotion of products (special offers, frequent guest programs)	(0.44,0.64,0.82)	1.81	<b>10</b>	(0.49,0.69,0.86)	1.79	<b>9</b>
5. Availability of virtual tours/video files of the hotel	(0.39,0.59,0.77)	1.7	<b>13</b>	(0.4,0.6,0.78)	1.61	<b>15</b>
<b>Reservation information</b>						
6. Room rate	(0.63,0.83,0.96)	2.21	<b>1</b>	(0.57,0.77,0.92)	2.02	<b>2</b>
7. Room availability	(0.61,0.81,0.95)	2.16	<b>2</b>	(0.44,0.63,0.81)	1.74	<b>10</b>
8. View or cancel reservations	(0.54,0.74,0.9)	2.01	<b>6</b>	(0.51,0.71,0.88)	1.9	<b>5</b>
9. Check in and check-out time	(0.48,0.68,0.85)	1.88	<b>9</b>	(0.48,0.68,0.85)	1.83	<b>8</b>
10. Price ranges of different products/services	(0.49,0.69,0.86)	1.91	<b>7</b>	(0.49,0.69,0.86)	1.86	<b>7</b>
11. Payment options	(0.49,0.69,0.85)	1.89	<b>8</b>	(0.5,0.7,0.86)	1.86	<b>7</b>
12. Secured payment systems	(0.55,0.75,0.9)	2.02	<b>5</b>	(0.56,0.76,0.91)	1.99	<b>3</b>
13. Worldwide reservations phone number	(0.43,0.62,0.8)	1.77	<b>11</b>	(0.48,0.68,0.85)	1.83	<b>8</b>

Table 5.6 continued

Website Functionality Attributes	Importance (Fuzzy Weight <i>International Consumers</i> )	Defuzzified Importance	Rank	Importance (Fuzzy Weight <i>Chinese Consumers</i> )	Defuzzified Importance	Rank
<b>Website management</b>						
14.Contact information (telephone number/e-mail address, contact person and fax number)	(0.56,0.76,0.91)	1.67	<b>14</b>	(0.54,0.74,0.9)	1.79	<b>9</b>
15.Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	(0.51,0.71,0.87)	1.56	<b>17</b>	(0.5,0.7,0.87)	1.71	<b>11</b>
16.Online forum (BBS or providing a link to a third party websites)	(0.3,0.49,0.68)	1.14	<b>21</b>	(0.41,0.6,0.79)	1.52	<b>17</b>
17. Staff directory search function	(0.26,0.45,0.64)	1.07	<b>22</b>	(0.36,0.55,0.73)	1.4	<b>20</b>
18. Create or modify personal profile for customers	(0.3,0.49,0.69)	1.16	<b>20</b>	(0.4,0.59,0.77)	1.48	<b>18</b>
19. Links to other related businesses	(0.25,0.44,0.64)	1.07	<b>22</b>	(0.38,0.58,0.76)	1.46	<b>19</b>
20. Product warranty/legality	(0.33,0.52,0.7)	1.19	<b>19</b>	(0.49,0.69,0.85)	1.67	<b>12</b>
<b>Surrounding area information</b>						
21.Transportation	(0.52,0.72,0.88)	1.72	<b>12</b>	(0.57,0.77,0.91)	1.86	<b>7</b>
22.Airport information	(0.51,0.71,0.87)	1.7	<b>13</b>	(0.52,0.72,0.88)	1.74	<b>10</b>
23.Main attractions of the destination	(0.48,0.68,0.85)	1.64	<b>15</b>	(0.47,0.67,0.84)	1.64	<b>13</b>
24.General information about the destination	(0.46,0.66,0.84)	1.61	<b>16</b>	(0.46,0.66,0.84)	1.63	<b>14</b>
25.Weather report	(0.36,0.56,0.74)	1.4	<b>18</b>	(0.44,0.64,0.81)	1.57	<b>16</b>

### 5.3.4 Importance of Website Usability

Table 5.7 presents Chinese and international respondents' perceptions of website usability attributes and lists the ranking results in numerical order. Findings revealed that "access speed of website", "website information credibility" and "website learnability" were perceived as the most important attributes among all usability attributes by both international and Chinese consumers. In contrast, attributes such as "logo of website is unique", "provide meaningful information in multimedia" and "use meaningful link labels for linking to related content" were perceived as the least important attributes.

Attributes such as "provide navigation options/navigation system", "show all major options on the homepage", "enable access to the homepage from any other page on the website", "spelling and grammatical errors", "provide descriptive page titles/labels/headings", "provide meaningful information in multimedia" and "present text clearly with high-contrast background" appeared more important to international consumers compared with Chinese respondents. In contrast, attributes such as "search engine ranking", "multiple language versions of website", "text understandability" and "utility of the transaction function" received higher rankings among Chinese consumers than among international respondents.

**Table 5.7 Importance of Website Usability Attributes**

<b>Website usability attributes</b>	<b>Importance (Fuzzy Weight <i>International Consumers</i>)</b>	<b>Defuzzified Importance</b>	<b>Rank</b>	<b>Importance (Fuzzy Weight <i>Chinese Consumers</i>)</b>	<b>Defuzzified Importance</b>	<b>Rank</b>
<b>Accessibility</b>						
1. Search engine ranking	(0.44,0.64,0.81)	1.79	<b>14</b>	(0.49,0.69,0.86)	1.83	<b>6</b>
2. Access speed of website	(0.55,0.75,0.91)	2.03	<b>2</b>	(0.55,0.75,0.91)	1.96	<b>1</b>
<b>Navigation</b>						
3. Provide navigation options/navigation system	(0.49,0.69,0.86)	1.91	<b>9</b>	(0.47,0.67,0.84)	1.7	<b>14</b>
4. Show all major options on the homepage	(0.51,0.71,0.88)	1.95	<b>5</b>	(0.5,0.7,0.87)	1.77	<b>9</b>
5. Enable access to the homepage from any other page on the website	(0.51,0.71,0.87)	1.93	<b>7</b>	(0.46,0.66,0.84)	1.69	<b>15</b>
6. Design an internal search engine	(0.4,0.59,0.77)	1.7	<b>17</b>	(0.46,0.66,0.83)	1.68	<b>16</b>
<b>Website friendliness (ease-of-use)</b>						
7. Option for different browser versions or design for common browsers	(0.46,0.66,0.83)	1.84	<b>10</b>	(0.47,0.67,0.84)	1.76	<b>10</b>
8. Download/response speed of website page or function	(0.52,0.72,0.88)	1.96	<b>4</b>	(0.51,0.71,0.87)	1.84	<b>5</b>
9. Website learnability (easy to learn how to use the website)	(0.53,0.72,0.89)	1.98	<b>3</b>	(0.52,0.72,0.89)	1.88	<b>3</b>
10. Eliminate horizontal and vertical scrolling	(0.34,0.53,0.72)	1.6	<b>19</b>	(0.43,0.63,0.81)	1.69	<b>15</b>
11. Utility of internal link	(0.4,0.6,0.79)	1.75	<b>15</b>	(0.46,0.66,0.83)	1.74	<b>12</b>
12. Download and print function	(0.45,0.65,0.83)	1.83	<b>11</b>	(0.45,0.64,0.82)	1.72	<b>13</b>
13. Inform users of long downloading time	(0.41,0.61,0.79)	1.74	<b>16</b>	(0.39,0.58,0.76)	1.59	<b>19</b>
14. Utility of the transaction function	(0.44,0.64,0.82)	1.81	<b>12</b>	(0.48,0.68,0.85)	1.79	<b>8</b>
15. Website information credibility (update/accurate information)	(0.56,0.76,0.91)	2.04	<b>1</b>	(0.55,0.75,0.9)	1.92	<b>2</b>

Table 5.7 continued

Website usability attributes	Importance (Fuzzy Weight <i>International Consumers</i> )	Defuzzified Importance	Rank	Importance (Fuzzy Weight <i>Chinese Consumers</i> )	Defuzzified Importance	Rank
<b>Language</b>						
16. Multiple language versions of website	(0.46,0.65,0.82)	1.75	<b>15</b>	(0.52,0.72,0.88)	1.8	<b>7</b>
17. Text understandability	(0.53,0.73,0.89)	1.94	<b>6</b>	(0.54,0.74,0.9)	1.85	<b>4</b>
18. Spelling and grammatical errors	(0.52,0.72,0.88)	1.92	<b>8</b>	(0.5,0.7,0.86)	1.75	<b>11</b>
19. Use common word instead of Internet jargon/popular buzzwords	(0.47,0.67,0.84)	1.8	<b>13</b>	(0.49,0.69,0.86)	1.74	<b>12</b>
<b>Overall layout and appearance</b>						
20. Structure is easy to understand	(0.57,0.77,0.92)	1.83	<b>11</b>	(0.54,0.74,0.89)	1.76	<b>10</b>
21. Logo of website is unique	(0.36,0.55,0.74)	1.39	<b>22</b>	(0.45,0.64,0.82)	1.57	<b>20</b>
22. Use meaningful link labels for linking to related content	(0.43,0.63,0.81)	1.54	<b>21</b>	(0.45,0.65,0.83)	1.59	<b>19</b>
23. Present text clearly with high-contrast background	(0.47,0.66,0.84)	1.61	<b>18</b>	(0.47,0.67,0.85)	1.63	<b>18</b>
24. Font size of text	(0.44,0.63,0.82)	1.56	<b>20</b>	(0.43,0.63,0.82)	1.66	<b>17</b>
25. Provide descriptive page titles/labels/headings	(0.46,0.66,0.84)	1.61	<b>18</b>	(0.44,0.63,0.81)	1.54	<b>21</b>
26. Provide meaningful information in multimedia	(0.43,0.63,0.81)	1.54	<b>21</b>	(0.42,0.61,0.79)	1.5	<b>22</b>



### **5.3.5 Perceived Different Importance of Website Usefulness between Chinese and International Consumers**

The findings imply that international consumers cared more about exploring a website, while Chinese consumers considered website accessibility and ease of use as more important. The overall score of website usefulness implies that international consumers pay more attention to website usefulness as compared to the Chinese consumers.

In particular, Chinese consumers search for hotel information and compare prices rather than book online. In contrast, international online users not only search for hotel information but pay attention to reservation information as well. Interestingly, the findings demonstrate that Chinese consumers are more likely to seek direct help from a hotel website. This may be attributed to China's online hotel development, which remains to be at the infancy stage, and many consumers have yet to develop trust in online hotel service (Li & Buhalis, 2006). Moreover, international consumers have greater online travel experience than their Chinese counterparts, who remain to be at the stage of exploring and collecting information online. Therefore, hotel website designers should provide user-friendly features and list all hotel description and reservation information on the front page of the Chinese version webpage. Detailed multimedia information can be presented on subpages. This can help website designers to attract consumers' attention and lead them to subpages by clicking on the links.

Since Chinese and international consumers have different views on website usability, hoteliers need to treat these two groups of users separately. The findings suggest that hoteliers should pay attention to website speed, updating information and ease-of-use. Subsequently, they should pay less attention to design the labels and multimedia information. Furthermore, the findings demonstrated that international consumers preferred simple structured website performance in addition to website content, which matched the findings of international group discussions. In contrast, Chinese consumers were more likely to use search engines to find target hotels and they were more concerned about website content, especially content understandability. Therefore, hoteliers should ensure accuracy of their web content and provide a simple structured website. Additionally, given the increasing number of Chinese travelers, hoteliers may consider providing a readable version in Chinese language for the convenience of Chinese users.

## **5.4 Hotel Website Performance**

This section begins with evaluators' profile, followed by a description of overall performance of Chinese and international luxury hotel websites. The findings were calculated by equations in Chapter 4, sections 4.4 and 4.4.1. Usability and functionality performance is displayed in Tables 5.11 and 5.12, and the best and worst performing websites are illustrated to identify the different perspectives between Chinese and international consumers. Lastly, a comparison of China-based and international websites is made to determine the online usefulness difference between China-based and international luxury hotel websites.

### **5.4.1 Evaluators' Profile**

A total 12 Chinese evaluators (Table 5.8) were employed for the study. The age of evaluators ranged from 19 to 44 years, and 11 received postgraduate education. They receive an average of USD 1,001-2,000 monthly household income, and drew on more than three years of online experience. Only two evaluators used the Internet for five to 10 hours per week.

Table 5.9 shows the profile of the international evaluators. Twelve evaluators, aged 19 to 34 years old, came from nine geographical areas. They had university education, medium monthly income and over three years of online experience. On average, they use the Internet more than 30 hours per week.

**Table 5.8 Profile of Chinese Evaluators**

<b>Country of origin</b>	<b>Gender</b>	<b>Age</b>	<b>Education</b>	<b>Household Income</b>	<b>Number of Years Using the Internet</b>	<b>Number of Hours per Week of Using the Internet</b>
China	Male	25—34	Completed postgraduate degree	USD 1,001—2,000	More than 3 years	More than 30 hours
China	Male	19—24	Completed college/university	USD 1,001—2,000	More than 3 years	5—10 hours
China	Female	25—34	Completed postgraduate degree	USD 1,001—2,000	More than 3 years	More than 30 hours
China	Male	25—34	Completed postgraduate degree	USD 1,001—2,000	More than 3 years	More than 30 hours
China	Female	35—44	Completed postgraduate degree	USD 1,001—2,000	More than 3 years	More than 30 hours
China	Female	35—44	Completed postgraduate degree	USD 1,001—2,000	More than 3 years	More than 30 hours
China	Female	19—24	Completed postgraduate degree	USD 1,001—2,000	More than 3 years	More than 30 hours
China	Female	19—24	Completed postgraduate degree	USD 1,001—2,000	More than 3 years	More than 30 hours
China	Male	19—24	Completed postgraduate degree	USD 1,001—2,000	More than 3 years	More than 30 hours
China	Male	19—24	Completed postgraduate degree	USD 1,001—2,000	More than 3 years	More than 30 hours
China	Female	19—24	Completed college/university	USD 1,001—2,000	More than 3 years	5—10 hours
China	Female	25—34	Completed postgraduate degree	USD 1,001—2,000	More than 3 years	More than 30 hours

**Table 5.9 Profile of International Evaluators**

<b>Country of origin</b>	<b>Gender</b>	<b>Age</b>	<b>Education</b>	<b>Household Income</b>	<b>Number of Years Using the Internet</b>	<b>Number of Hours per Week of Using the Internet</b>
India	Female	19—24	Some college or university	Refused to answer	More than 3 years	More than 30 hours
USA	Female	25—34	Completed college/university degree/diploma	USD 1,001—2,000	More than 3 years	11—20 hours
USA	Female	25—34	Completed college/university degree/diploma	Refused to answer	More than 3 years	More than 30 hours
USA	Female	19—24	Some college or university	Refused to answer	More than 3 years	More than 30 hours
Korea	Female	35—44	Completed postgraduate degree	Refused to answer	More than 3 years	More than 30 hours
Korea	Male	35—44	Completed postgraduate degree	Refused to answer	More than 3 years	More than 30 hours
Ghana	Male	25—34	Completed postgraduate degree	USD 1,001—2,000	More than 3 years	More than 30 hours
Netherland	Male	25—34	Completed postgraduate degree	USD2,001—3,000	More than 3 years	More than 30 hours
Brazil	Male	35—44	Completed postgraduate degree	USD3,001—4,000	More than 3 years	More than 30 hours
Brazil	Female	25—34	Completed postgraduate degree	USD3,001—4,000	More than 3 years	More than 30 hours
Mexico	Male	25—34	Completed postgraduate degree	Refused to answer	More than 3 years	More than 30 hours
Australia	Male	19—24	Some college or university	Refused to answer	More than 3 years	More than 30 hours

#### **5.4.2 Usefulness Performance of China-based Luxury Hotel Websites**

Table 5.10 illustrates the usefulness performance ranking results of China-based luxury hotel websites. The usefulness performance was obtained from consumers' perspectives and evaluators' evaluation scores, and calculated by a modified fuzzy hierarchical model. The hierarchical ranking list is established based on numerical order; a higher score means better performance of a website.

Evaluation results are listed in four columns: CC (Chinese consumer perspectives combined with Chinese evaluation results), II (international perspectives combined with international evaluation results), CI (Chinese consumer perspectives combined with international evaluation results), and IC (international perspectives combined with Chinese evaluation results). Differences were observed between CC and II columns, CC and CI columns, and II and IC columns. No major differences were observed between CC and IC columns, and CI and II columns. This leads to the conclusion that Chinese and international consumers' online preferences may be reflected by their website evaluation perspectives.

According to ranking results among these four groups, findings revealed different perceptions of 11 hotel websites: ZhaoLong (Beijing), Bank Hotel (Kunming), Carlton Hotel (Chongqing), Empark Hotel (Fuzhou), Garden Hotel (Suzhou), Golden Bay Hotel (Weihai), Grand Bay View Hotel (Zhuhai), Hong Qiao State Guest Hotel (Shanghai), Lijiang Water Fall (Guilin), MingCheng International Hotel (Changsha), and West Lake Hill View International Hotel (Hangzhou). A detailed

explanation on the differences of these hotels in terms of website functionality and usability performance is provided in Tables 5.11 and 5.16.

**Table 5.10 Usefulness Performance of China-based Luxury Hotel Websites**

<b>China-based Luxury Hotels' Websites</b>	<b>Overall Score (CC)</b>	<b>Rank</b>	<b>Overall Score (II)</b>	<b>Rank</b>	<b>Overall Score (CI)</b>	<b>Rank</b>	<b>Overall Score (IC)</b>	<b>Rank</b>
Agile Changjiang Hotel (Zhongshan)	0.385	<i>20</i>	0.331	<i>17</i>	0.337	<i>14</i>	0.396	<i>19</i>
Bank Hotel (Kunming)	0.418	<i>12</i>	0.28	<i>21</i>	0.277	<i>18</i>	0.422	<i>13</i>
Buena Vista Golf Hotel (Yantai)	0.526	<i>5</i>	0.707	<i>2</i>	0.706	<i>2</i>	0.528	<i>5</i>
Carlton Hotel (Chongqing)	0.415	<i>13</i>	0.493	<i>4</i>	0.488	<i>3</i>	0.427	<i>12</i>
Empark Hotel (Fuzhou)	0.433	<i>11</i>	0.188	<i>30</i>	0.188	<i>27</i>	0.437	<i>11</i>
Fortunedays Hotel (Harbin)	0.278	<i>30</i>	0.241	<i>24</i>	0.243	<i>21</i>	0.282	<i>30</i>
Garden Hotel (Suzhou)	0.649	<i>2</i>	0.388	<i>12</i>	0.384	<i>10</i>	0.654	<i>2</i>
Golden Bay Hotel (Weihai)	0.398	<i>16</i>	0.443	<i>8</i>	0.4	<i>8</i>	0.41	<i>16</i>
Golden Ocean Hotel (Tianjin)	0.392	<i>18</i>	0.306	<i>20</i>	0.305	<i>17</i>	0.401	<i>18</i>
Grand Bay View Hotel (Zhuhai)	0.501	<i>7</i>	0.386	<i>15</i>	0.381	<i>12</i>	0.502	<i>8</i>
Hong Qiao State Guest Hotel (Shanghai)	0.647	<i>3</i>	0.388	<i>13</i>	0.388	<i>9</i>	0.651	<i>3</i>
International Conference Hotel (Nanjing)	0.36	<i>22</i>	0.324	<i>18</i>	0.319	<i>15</i>	0.363	<i>23</i>
Jinling Hotel (Wuxi)	0.502	<i>6</i>	0.431	<i>9</i>	0.435	<i>7</i>	0.509	<i>6</i>
Jinshi Hotel (Xi'an)	0.344	<i>27</i>	0.214	<i>28</i>	0.21	<i>26</i>	0.351	<i>27</i>
Lijiang Water Fall Hotel (Guilin)	0.453	<i>10</i>	0.755	<i>1</i>	0.5	<i>1</i>	0.454	<i>10</i>
MingCheng International Hotel (Changsha)	0.396	<i>17</i>	0.405	<i>10</i>	0.4	<i>8</i>	0.404	<i>17</i>
New World Hotel (Wuhan)	0.499	<i>8</i>	0.496	<i>3</i>	0.488	<i>3</i>	0.504	<i>7</i>
Pavilion Hotel (Shenzhen)	0.558	<i>4</i>	0.467	<i>7</i>	0.461	<i>6</i>	0.566	<i>4</i>
Peony International Hotel (Xiamen)	0.493	<i>9</i>	0.387	<i>14</i>	0.382	<i>11</i>	0.499	<i>9</i>



**Table 5.10 (continued)**

<b>China-based Luxury Hotels Websites</b>	<b>Overall Score (CC)</b>	<b>Rank</b>	<b>Overall Score (II)</b>	<b>Rank</b>	<b>Overall Score (CI)</b>	<b>Rank</b>	<b>Overall Score (IC)</b>	<b>Rank</b>
Quanzhou Hotel (Fujian)	0.354	<b>25</b>	0.227	<b>25</b>	0.224	<b>22</b>	0.362	<b>24</b>
Resort In Time Hotel (Sanya)	0.413	<b>14</b>	0.398	<b>11</b>	0.4	<b>8</b>	0.414	<b>14</b>
Sea View Garden Hotel (Qingdao)	0.357	<b>23</b>	0.27	<b>22</b>	0.266	<b>19</b>	0.363	<b>22</b>
Sun Rise (Shenyang)	0.338	<b>28</b>	0.222	<b>27</b>	0.22	<b>23</b>	0.348	<b>28</b>
Sweet Land Hotel (Dalian)	0.324	<b>29</b>	0.224	<b>26</b>	0.219	<b>24</b>	0.329	<b>29</b>
Wenzhou Overseas Chinese Hotel (Wenzhou)	0.404	<b>15</b>	0.32	<b>19</b>	0.318	<b>16</b>	0.411	<b>15</b>
West Lake Hillview International Hotel (Hangzhou)	0.352	<b>26</b>	0.382	<b>16</b>	0.374	<b>13</b>	0.357	<b>26</b>
White Swan Hotel (Guangzhou)	0.838	<b>1</b>	0.489	<b>5</b>	0.484	<b>4</b>	0.843	<b>1</b>
XiangMing Hotel (Huangshan)	0.376	<b>21</b>	0.212	<b>29</b>	0.212	<b>25</b>	0.386	<b>21</b>
Yuanzhou Hotel (Ningbo)	0.357	<b>24</b>	0.259	<b>23</b>	0.256	<b>20</b>	0.361	<b>25</b>
ZhaoLong Hotel (Beijing)	0.387	<b>19</b>	0.478	<b>6</b>	0.47	<b>5</b>	0.394	<b>20</b>

CC: Chinese perception combined with Chinese evaluation results

CI: Chinese perception combined with international evaluation results

II: International perception combined with international evaluation results

IC: International perception combined with Chinese evaluation results

### 5.4.3 Usability Performance of China-based Luxury Hotel Websites

The ranking results of China-based luxury hotel usability performance are listed in Table 5.11. Differences were observed between CC and II, CC and CI, and II and IC. Slight differences were observed between IC and CC, and CI and II. Therefore, the following explanations focused on investigating the evaluation results of CC, II, CI, and IC. This section describes China-based luxury hotel websites' performance with regard to Chinese and international users' perception

The performance scores of each attribute for each hotel website appears in Appendix F. A number of attributes were scored NA (not applicable), which indicate that the evaluators were unable to find the attribute on a website. If an attribute is not found by both international and Chinese evaluators, this means a hotel is unable to provide this online service to consumers.

The results show that twenty-four China-based luxury hotels lacked on providing “download and print function” and “internal search engine” functions; the importance of these two attributes was ranked 11<sup>th</sup> and 15<sup>th</sup> respectively by international consumers, and 13<sup>th</sup> and 16<sup>th</sup> ranked by Chinese consumers (Table 5.7). This finding indicates that international and Chinese consumers did not maintain high requirements for these two attributes. Additionally, 22 hotels did not inform the users of download time. The importance of this attribute ranked 14<sup>th</sup> among international users and 19<sup>th</sup> among Chinese users. Ten hotels failed to provide transaction function, which was ranked 12<sup>th</sup> by international users and 8<sup>th</sup> by Chinese

users. Although many China-based luxury hotels missed certain attributes, a majority of the attributes did not receive high importance scores. However, “website information credibility (updated/accurate information)” was found not applicable to one China-based luxury hotel. This was ranked as the most important attribute by international users and second most important by Chinese users. This hotel website suffered a serious problem; whenever customers encounter a problem that involves a major important attribute, they may never return to the website.

The following analysis is based on Chinese and international users’ perspectives on China-based luxury hotel website usability performance. Appendix G represents the best and worst scores of usability attributes in China-based luxury hotel websites.

**Table 5.11 Usability Performance of China-based Luxury Hotel Websites**

<b>China-based Luxury Hotel Websites</b>	<b>Usability Performance (CC)</b>	<b>Rank</b>	<b>Usability Performance (II)</b>	<b>Rank</b>	<b>Usability Performance (CI)</b>	<b>Rank</b>	<b>Usability Performance (IC)</b>	<b>Rank</b>
Agile Changjiang Hotel (Zhongshan)	0.446	<b>10</b>	0.311	<b>19</b>	0.314	<b>18</b>	0.453	<b>10</b>
Bank Hotel (Kunming)	0.432	<b>14</b>	0.311	<b>19</b>	0.31	<b>19</b>	0.437	<b>14</b>
Buena Vista Gulf Hotel (Yantai)	0.523	<b>6</b>	0.706	<b>2</b>	0.695	<b>2</b>	0.529	<b>6</b>
Carlton Hotel (Chongqing)	0.462	<b>9</b>	0.536	<b>3</b>	0.534	<b>3</b>	0.468	<b>9</b>
Empark Hotel (Fuzhou)	0.39	<b>21</b>	0.178	<b>29</b>	0.177	<b>30</b>	0.397	<b>20</b>
Fortunedays Hotel (Haerbin)	0.299	<b>29</b>	0.247	<b>22</b>	0.247	<b>23</b>	0.301	<b>29</b>
Garden Hotel (Suzhou)	0.673	<b>2</b>	0.417	<b>10</b>	0.412	<b>10</b>	0.679	<b>2</b>
Golden Bay Hotel (Weihai)	0.437	<b>13</b>	0.397	<b>13</b>	0.34	<b>17</b>	0.445	<b>13</b>
Golden Ocean Hotel (Tianjin)	0.4	<b>17</b>	0.297	<b>20</b>	0.296	<b>21</b>	0.41	<b>17</b>
Grand Bay View Hotel (Zhuhai)	0.44	<b>12</b>	0.411	<b>11</b>	0.406	<b>11</b>	0.445	<b>12</b>
Hong Qiao State Guest Hotel (Shanghai)	0.639	<b>3</b>	0.426	<b>8</b>	0.419	<b>9</b>	0.641	<b>3</b>
International Conference Hotel (Nanjing)	0.22	<b>30</b>	0.371	<b>15</b>	0.369	<b>14</b>	0.218	<b>30</b>
Jinling (Wuxi)	0.525	<b>5</b>	0.424	<b>9</b>	0.423	<b>8</b>	0.531	<b>5</b>
Jinshi Hotel (Xian)	0.397	<b>19</b>	0.23	<b>24</b>	0.227	<b>25</b>	0.401	<b>19</b>
Lijiang Water Fall (Guilin)	0.413	<b>16</b>	1	<b>1</b>	1	<b>1</b>	0.413	<b>16</b>
MingCheng International Hotel (Changsha)	0.393	<b>20</b>	0.313	<b>18</b>	0.308	<b>20</b>	0.395	<b>21</b>
New World Hotel (Wuhan)	0.508	<b>7</b>	0.527	<b>4</b>	0.522	<b>4</b>	0.51	<b>7</b>
Pavilion Hotel (Shenzhen)	0.526	<b>4</b>	0.48	<b>6</b>	0.474	<b>6</b>	0.541	<b>4</b>

**Table 5.11 (continued)**

<b>China-based Luxury Hotel Websites</b>	<b>Usability Performance (CC)</b>	<b>Rank</b>	<b>Usability Performance (II)</b>	<b>Rank</b>	<b>Usability Performance (CI)</b>	<b>Rank</b>	<b>Usability Performance (IC)</b>	<b>Rank</b>
Peony International Hotel (Xiamen)	0.468	<b>8</b>	0.409	<b>12</b>	0.403	<b>12</b>	0.479	<b>8</b>
Quanzhou Hotel (Fujian)	0.372	<b>24</b>	0.183	<b>28</b>	0.184	<b>29</b>	0.379	<b>24</b>
Resort In Time (Sanya)	0.399	<b>18</b>	0.359	<b>16</b>	0.359	<b>15</b>	0.402	<b>18</b>
Sea View Garden Hotel (Qingdao)	0.322	<b>28</b>	0.224	<b>26</b>	0.225	<b>27</b>	0.33	<b>28</b>
Sun Rise (Shenyang)	0.343	<b>26</b>	0.242	<b>23</b>	0.244	<b>24</b>	0.351	<b>26</b>
Sweet Land Hotel (Dalian)	0.38	<b>23</b>	0.267	<b>21</b>	0.264	<b>22</b>	0.384	<b>23</b>
Wenzhou Overseas Chinese Hotel	0.381	<b>22</b>	0.353	<b>17</b>	0.349	<b>16</b>	0.388	<b>22</b>
West Lake Hillview International Hotel (Hangzhou)	0.335	<b>27</b>	0.384	<b>14</b>	0.382	<b>13</b>	0.34	<b>27</b>
White Swan Hotel (Guangzhou)	0.872	<b>1</b>	0.489	<b>5</b>	0.484	<b>5</b>	0.88	<b>1</b>
XiangMing (Hugangshan)	0.424	<b>15</b>	0.228	<b>25</b>	0.226	<b>26</b>	0.432	<b>15</b>
Yuanzhou (Ningbo)	0.37	<b>25</b>	0.222	<b>27</b>	0.219	<b>28</b>	0.373	<b>25</b>
ZhaoLong (Beijing)	0.445	<b>11</b>	0.479	<b>7</b>	0.472	<b>7</b>	0.449	<b>11</b>

CC: Chinese perception combined with Chinese evaluation results

CI: Chinese perception combined with international evaluation results

II: International perception combined with international evaluation results

IC: International perception combined with Chinese evaluation results

#### 5.4.3.1 International Users' Perceptions of Usability Performance of China-based Luxury Hotel Websites

This section aims to analyze the best and worst usability performing hotel websites to perceive the online preference of international users.

- The best usability performed China-based luxury hotel website was Lijiang Water Fall hotel. Table 5.12 displays the perceived score of this website. It suggests that this website satisfied the international evaluators' requirements on usability aspect. However, attributes such as "download and print function" and "inform users of long downloading time" were not present. Among Chinese evaluators, this website ranked 16<sup>th</sup>. It shows the difference in perspective between Chinese and international consumers. The attribute "logo of website is unique" received a higher score among Chinese evaluators. Additionally, both Chinese and international evaluators liked the hotel logo.

The usability attributes performance is displayed in Figures 5.3 to 5.6. According to the usability performance of Lijiang Water Fall Hotel website, it has a very clear website structure, featuring simple English text with high-contrast background (Figure 5.3). However, the vertical scrolling is longer than 4 pages (Figure 5.3). It implies that international evaluators did not highly require website vertical scrolling. This hotel website provides return functions and page label titles in a clear position (Figure 5.4). The reservation functions of Lijiang Water Fall Hotel website that

requires customers' contact information and their check-in and check-out time. It saves consumers' time and protects their personal information (Figure 5.5). The hotel indicates when news is posted to increase information credibility (Table 5.6).

**Table 5.12 Usability Performance of Lijiang Water Fall (Guilin) Website**

<b>Usability Performance of Lijiang Water Fall hotel (Guilin) Website</b>	<b>Scores of Each Attribute</b>	
	<b>II</b>	<b>CC</b>
<b>Navigation</b>		
3. Provide navigation options/navigation system	2.513	0.56
4. Show all major options on the homepage	2.547	1.33
5. Enable access to the homepage from any other page on the website	2.524	1.28
6. Design an internal search engine	1.321	0.89
<b>Website friendliness (ease-of-use)</b>		
9. Website learnability (easy to learn how to use the website)	2.555	0.97
10. Eliminate horizontal and vertical scrolling	2.201	0.55
11. Utility of internal link	2.339	1.3
12. Download and print function	NA	NA
13. Inform users of long downloading time	NA	NA
14. Utility of the transaction function	2.412	NA
15. Website information credibility (update/accurate information)	2.579	NA
<b>Language</b>		
16. Multiple language versions of website	2.336	0.94
17. Text understandability	1.453	0.95
18. Spelling and grammatical errors	2.447	0.92
19. Use common word instead of Internet jargon/popular buzzwords	2.388	0.91
<b>Overall layout and appearance</b>		
20. Structure is easy to understand	2.518	1.32
21. Logo of website is unique	2.132	2.18
22. Use meaningful link labels for linking to related content	2.318	0.85
23. Present text clearly with high-contrast background	2.364	0.86
24. Font size of text	2.328	1.21
25. Provide descriptive page titles/labels/headings	2.372	0.83
26. Provide meaningful information in multimedia	2.305	1.18

**Figure 5.3 Best Performed China-based Hotel Website in Terms of Usability to International Users (1)**





**Figure 5.4 Best Performed China-based Hotel Website in Terms of Usability to International Users (2)**

**Price (Golden Week Price)**

Chamber	Breakfast	Broadband	Reservations
Riverview bed room		free	<a href="#">Order</a>

**Reservation rules and Information**

- Breakfast price: ¥ 116 Western-style Breakfast Price, Chinese and Western buffet breakfast at ¥ 80, Extra bed ¥ 230/ bed /night.
- Executive Room Extra bed 300 RMB / bed / night price includes one breakfast.
- Payment: future payments (Visa, JCB, MasterCard, AMEX card, Diners, domestic all marked "CUP" on bank cards).
- Room rate includes only hotel taxes service charges and price adjustment.
- Hotel Check-in time is usually 14:00, check-out time is 12:00 noon. If early arrival or delayed departure, as appropriate, subject to a fee required.
- Spring Festival, National Day Golden Week price notice.
- 18:00 Overnight, phone call hotel in advance.
- Book with the hotel's final confirmation.

[Return](#) [Close](#)

**Figure 5.5 Best Performed China-based Hotel Website in Terms of Usability to International Users (3)**

**Reservation**

With (\*) must add

Riverview Kingsize roomHotel Reservation

Check-in date:  \* Departure date:  \*

Number:  Room\* Extra bed:  (Yes or No )

Please fill in your personal information :

Name:  \*

Tel:  \*

Mobile:  \*

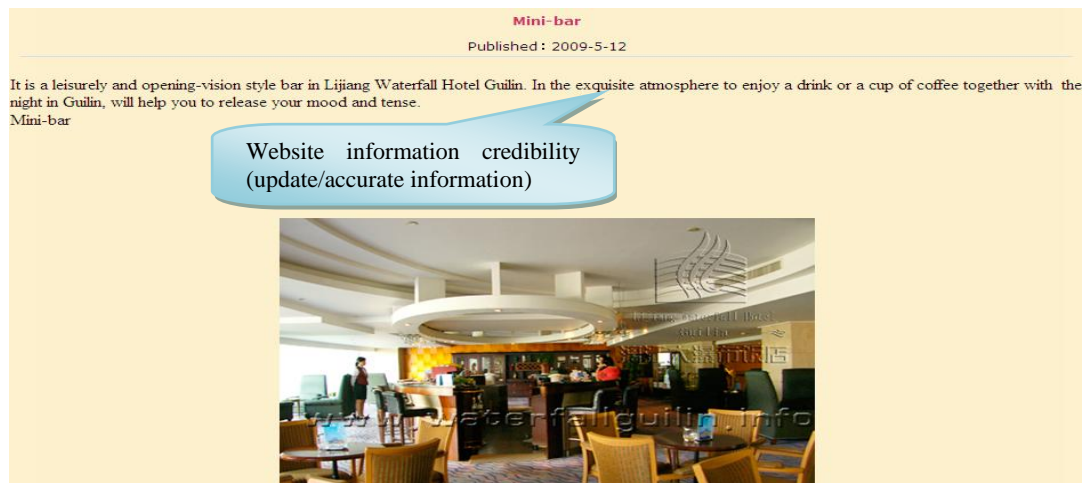
Flight number:

Email:

Content:

[OK](#) [RESET](#)

**Figure 5.6 Best Performed China-based Hotel Website in Terms of Usability to International Users (4)**



- The worst performed hotel website in terms of usability was the Empark Hotel (Fuzhou). Table 5.13 shows the perceived usability score of this website. Attributes such as “design of internal search engine”, “utility of internal link”, “text understandability”, “structure is easy to understand”, “use meaningful link labels for linking to related content”, and “font size of text” received the lowest scores from international evaluators. This indicates that the international evaluators most disliked the performance of these attributes on this website. In contrast, Chinese ranked this hotel as 21<sup>st</sup> in the list, and all usability attributes on this website received higher scores from Chinese evaluators. Only attributes such as “use meaningful link labels for linking to related content”, “present text clearly with high-contrast background”, “font size of text”, “provide descriptive page titles/labels/headings”, and “provide meaningful information in multimedia” received relatively lower scores from Chinese evaluators. This finding reveals that Chinese and international evaluators have similar perceptions on these indicated attributes.

**Table 5.13 Usability Performance of Empark Hotel (Fuzhou) Website**

<b>Usability Performance of Empark Hotel (Fuzhou) Website</b>	<b>Scores of Each Attribute</b>	
<b>Navigation</b>	<b>II</b>	<b>CC</b>
3. Provide navigation options/navigation system	1.027	1.29
4. Show all major options on the homepage	0.669	1.332
5. Enable access to the homepage from any other page on the website	1.04	1.283
6. Design an internal search engine	0.304	NA
<b>Website friendliness (ease-of-use)</b>		
9. Website learnability (easy to learn how to use the website)	0.675	1.391
10. Eliminate horizontal and vertical scrolling	0.855	1.269
11. Utility of internal link	0.307	0.904
12. Download and print function	NA	NA
13. Inform users of long downloading time	NA	NA
14. Utility of the transaction function	NA	1.331
15. Website information credibility (update/accurate information)	1.085	0.983
<b>Language</b>		
16. Multiple language versions of website	0.937	0.936
17. Text understandability	0.346	0.954
18. Spelling and grammatical errors	0.638	0.917
19. Use common word instead of Internet jargon/popular buzzwords	0.607	1.31
<b>Overall layout and appearance</b>		
20. Structure is easy to understand	0.345	1.319
21. Logo of website is unique	0.504	1.214
22. Use meaningful link labels for linking to related content	0.56	0.851
23. Present text clearly with high-contrast background	0.583	0.864
24. Font size of text	0.294	0.833
25. Provide descriptive page titles/labels/headings	0.58	0.832
26. Provide meaningful information in multimedia	NA	0.809

The usability attributes performance of Empark Hotel's (Fuzhou) website is shown in Figures 5.7 to 5.8. The home page of Empark Hotel's (Fuzhou) website is under the main page of Empark Chain Hotel Company's website (Figure 5.7). The Links of other hotels are displayed on the right hand side of the website, the reservation

system in the center, and the navigation system at the top. The navigation bar is blocked by an image, and consumers may fail to find the right information they need. Thus, due to its complicated structure, this website was ranked as the worst usability performing hotel website. The Empark Hotel (Fuzhou) attempts to provide information on facilities, location, and destination (Figure 5.8). However, evaluators did not perceive this. Likewise, it poorly performed on attributes such as “use meaningful link labels for linking to related content” and “text understandability”. Additionally, the font size of text was small.

**Figure 5.7 Worst Performed China-based Hotel Website in Terms of Usability to International Users (1)**

The screenshot shows the website for the Empark Grand Hotel in Fuzhou. The header includes the hotel's logo, name in Chinese and English, and a language selector (中文/ENG). A navigation menu lists various services. A large banner image shows the hotel building. Below this is a 'Reservations' section with a form for booking, and a 'Hotels' section listing other locations. A contact information section is at the bottom right, and a copyright notice is at the very bottom.

**Annotations:**

- Structure is easy to understand:** A speech bubble pointing to the overall layout of the website.
- Font size of text:** A speech bubble pointing to the text in the 'Reservations' form.

**Website Content:**

**Header:** 世纪金源大酒店 | FUZHOU  
EMPARK GRAND HOTEL

**Navigation:** Home | About the hotel | Guest Rooms | Conferences | Cuisine | Recreation | Reservations | News | Contact us

**Language:** 中文 | ENG

**Reservations Form:**

Arrival	2010-08-30	Departure	2010-08-31
Rooms	1	Adults/Children	1 / 0
Room Corporate Type	CORPORATE		
Corporate ID			

**Buttons:** Online Booking, Cancel/Modify

**Hotels List:**

- > Empark Grand Hotel, Beijing
- > Prime Hotel
- > Fragrant Hill Empark Hotel
- > Empark Grand Hotel, Chongqing
- > Kingworld Hotel Chongqing
- > Empark Grand Hotel, Kunming
- > Empark Grand Hotel, Shaanxi
- > Empark Grand Hotel, Guiyang
- > International Golf Resort Hotel
- > Empark Grand Hotel, Changsha
- > Empark Grand Hotel, Anhui

**Contact us:** 0591-87088888

**Copyright:** © 2006-2010 EMPARK GRAND HOTEL All rights reserved

**Figure 5.8 Worst Performed China-based Hotel Website in Terms of Usability to International Users (2)**



#### 5.4.3.2 Chinese Users' Perceptions of Usability Performance of China-based Luxury Hotel Websites

- White Swan Hotel was ranked as the best performed China-based website in terms of usability by Chinese evaluators. Eighteen usability attributes obtained the highest scores (Table 5.14), with the exception of “utility of internal link” and “download and print function” attributes. This indicates that the Chinese evaluators were most satisfied with this hotel’s usability performance. The attribute “inform users of long downloading time” was not provided by this website. It was not perceived as an unimportant attribute, and was ranked 14<sup>th</sup> and 19<sup>th</sup> by international and Chinese evaluators respectively. International evaluators ranked this hotel as 5<sup>th</sup>, with “utility of internal link” and “spelling

and grammatical errors” attributes receiving higher scores compared with scores from Chinese evaluators. This reflects that Chinese and international evaluators maintained the same perceptions on “utility of internal link” and “spelling and grammatical errors” on this website.

**Table 5.14 Usability Performance of White Swan Hotel (Guangzhou) Website**

<b>Usability Performance of White Swan Hotel (Guangzhou) Website</b>	<b>Scores of Each Attribute</b>	
	<b>II</b>	<b>CC</b>
<b>Navigation</b>		
3. Provide navigation options/navigation system	1.466	2.287
4. Show all major options on the homepage	1.495	2.346
5. Enable access to the homepage from any other page on the website	1.482	2.273
6. Design an internal search engine	NA	NA
<b>Website friendliness (ease-of-use)</b>		
9. Website learnability (easy to learn how to use the website)	1.505	2.42
10. Eliminate horizontal and vertical scrolling	0.855	1.269
11. Utility of internal link	1.335	1.304
12. Download and print function	NA	0.895
13. Inform users of long downloading time	NA	NA
14. Utility of the transaction function	1.392	2.336
15. Website information credibility (update/accurate information)	NA	2.43
<b>Language</b>		
16. Multiple language versions of website	1.344	2.365
17. Text understandability	1.453	2.398
18. Spelling and grammatical errors	1.432	1.323
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31
<b>Overall layout and appearance</b>		
20. Structure is easy to understand	1.461	2.32
21. Logo of website is unique	1.181	2.178
22. Use meaningful link labels for linking to related content	1.3	2.217
23. Present text clearly with high-contrast background	1.34	2.239
24. Font size of text	1.309	2.184
25. Provide descriptive page titles/labels/headings	1.34	2.176
26. Provide meaningful information in multimedia	0.895	2.123

The performance of usability attributes of White Swan Hotel (Guangzhou) hotel

website is displayed in Figures 5.9 to 5.12. According the website performance the White Swan Hotel (Guangzhou) has a clear structure and navigation bar in front page (Figure 5.9), and provides both Chinese and English versions. This hotel website offers detailed hotel introduction with pictures (Figure 5.10). White Swan Hotel (Guangzhou) website provides clear page titles, creditable information credibility, and simple online reservation progress. Up-to-date information with simple reservation process gained high scores for this hotel website (Figures 5.11 and 5.12).



**Figure 5.9 Best Performed China-based Hotel Website in Terms of Usability to Chinese Users (1)**



**Figure 5.10 Best Performed China-based Hotel Website in Terms of Usability to Chinese Users (2)**

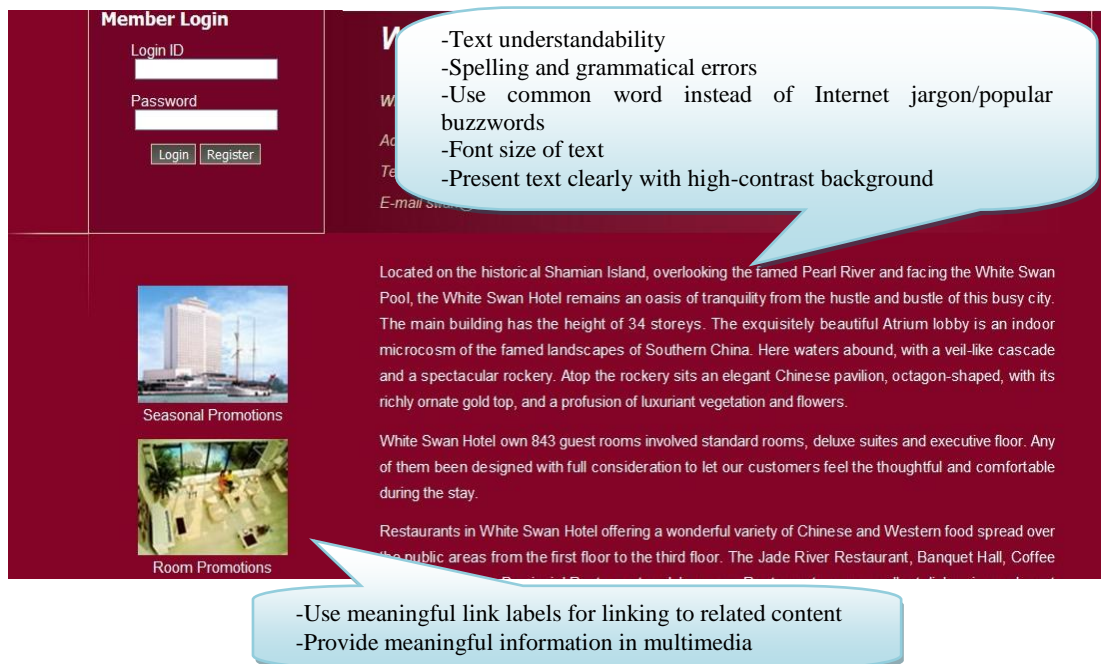


Figure 5.11 Best Performed China-based Hotel Website in Terms of Usability to Chinese Users (3)

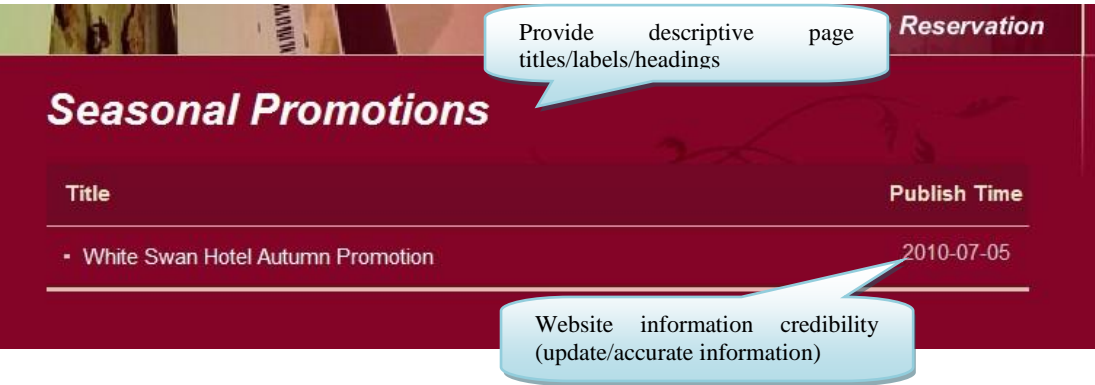


Figure 5.12 Best Performed China-based Hotel Website in Terms of Usability to Chinese Users (4)



- The worst performed China-based hotel website was the International Conference Hotel (Nanjing), the perceived Chinese evaluators' evaluation results are displayed in Table 5.15. Attributes such as “provide navigation options/navigation system”, “show all major options on the homepage”, “enable access to the homepage from any other page on the website”, “Website learnability (easy to learn how to use the website)”, “eliminate horizontal and vertical scrolling”, “website information credibility (updated/accurate

information)”, “structure is easy to understand”, and “provide descriptive page titles/labels/headings” received the lowest score from Chinese evaluators. This hotel website was ranked 15<sup>th</sup> by international evaluators. The score of the attribute “multiple language version of website” was similar to that obtained from the Chinese evaluators and “logo of website is unique” received a lower score than that received from Chinese evaluators.

Figures 5.13 to 5.15 show the worst performed usability attributes in International Conference Hotel (Nanjing) website. The structure of this website cannot easily be understood, and not all major options were displayed on the front page of the English version (Figure 5.13). Additionally, the vertical scrolling is excessively long and all subpages were under the homepage of English version, but the structure was vague and consumers may not be able to find their way back to the homepage. The website structure likewise affects the performance of “website learnability (easy to learn how to use the website)”. Additionally, this finding implies that Chinese evaluators disliked this website the most, especially the attributes that obtained the lowest scores. The website home page presents text clearly with low-contrast background (Figure 5.14), evaluators experienced a difficult time in locating the English version. Lastly, the titles on this website cannot reflect the content Figure 5.14 demonstrates that the “five-star rating” status did not represent content clearly.

**Table 5.15 Usability Performance of International Conference Hotel (Nanjing) Website**

<b>Usability Performance of International Conference Hotel (Nanjing) Website</b>	<b>Scores of Each Attribute</b>	
<b>Navigation</b>	<b>II</b>	<b>CC</b>
3. Provide navigation options/navigation system	1.027	0.558
4. Show all major options on the homepage	1.049	0.304
5. Enable access to the homepage from any other page on the website	1.04	0.888
6. Design an internal search engine	NA	NA
<b>Website friendliness (ease-of-use)</b>		
9. Website learnability (easy to learn how to use the website)	1.505	0.611
10. Eliminate horizontal and vertical scrolling	0.855	0.285
11. Utility of internal link	0.928	1.304
12. Download and print function	NA	NA
13. Inform users of long downloading time	NA	NA
14. Utility of the transaction function	NA	NA
15. Website information credibility (update/accurate information)	0.697	0.331
<b>Language</b>		
16. Multiple language versions of website	0.937	0.936
17. Text understandability	1.018	0.601
18. Spelling and grammatical errors	1.004	0.575
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31
<b>Overall layout and appearance</b>		
20. Structure is easy to understand	1.461	0.302
21. Logo of website is unique	0.813	0.837
22. Use meaningful link labels for linking to related content	1.3	0.529
23. Present text clearly with high-contrast background	1.34	1.252
24. Font size of text	1.309	0.833
25. Provide descriptive page titles/labels/headings	0.928	0.266
26. Provide meaningful information in multimedia	0.895	0.501

**Figure 5.13 Worst Performed China-based Hotel Website in Terms of Usability to Chinese Users (1)**

The screenshot shows the website for the Nanjing International Conference Hotel. The header features a large image of a forest with the text '品位·自然' (Taste · Nature) and '山水城林 畫中畫' (Landscape, Water, City, Forest - Picture within a picture). A 'Chinese' language selector is in the top right. A left sidebar contains an 'ABOUT US' section with a 'Menu list' including 'Hotel introduction', 'More pictures', 'Reservation', 'Cancel', and '5-star Rating'. The main content area includes sections for 'Description', 'Property Amenities', 'Meetings and Events', 'Dining', 'Recreation', 'Location', 'Direction', 'Transportation', 'Attractions', 'Commission Policy', and 'Hotel Policy'. Three blue callout boxes highlight usability issues: 1) 'Eliminate horizontal and vertical scrolling' points to the top right area. 2) '-Provide navigation options/navigation system -Show all major options on the homepage' points to the left sidebar menu. 3) '-Website learnability (easy to learn how to use the website) -Structure is easy to understand' points to the main content area.

**Chinese**

品位·自然

山水城林 畫中畫

ABOUT US

Menu list

- Hotel introduction
- More pictures
- Reservation
- Cancel
- 5-star Rating
  - Letter of gratitude
  - Forest in city, garden-like hotel
  - Core Competence

**Description**

The hotel is located at the green forested east suburb of Nanjing at the foot of the Purple Mountain scenic area. It's an urban forest garden hotel which owns the best conference condition and the best scenery of Nanjing. The Hotel is adjoined to the Shanghai-Nanjing Express Way and the Nanjing Around-City Express Way, with convenient transportation - only 10-minute drive to the city centre and railway station. The hotel is surrounded by many interesting places within Nanjing. The excellent geographical location and unparalleled environment provides an ideal atmosphere for all different kinds of conferences and holiday relaxation needs. The hotel consists of 412 guest rooms (suites), over 20 conference rooms in various sizes and more than 1800 seat capacity for dining. The hotel is also able to hold an 800-person conference and 1000-person dining at the same time. The simultaneous system of 6 standard languages presents strong supports for any international conference. The hotel facilities such as night club, bar, sauna, swimming pool, KTV, tennis courts, health club, beauty salon...etc are also in hand for service.

**Property Amenities**

The hotel offers the following facilities- Business Center -Audio Visual Equipment -Copying -Broadband Internet Access in Rooms -Fax -Printer -Boutiques -Car Rental Desk -White Board -Projector -Currency Exchange -Express Check In/Out -Meeting facilities -Computer Rental -Ticket Service -DDD -IDD -Tour Desk -Turndown Service -Wakeup Service

**Meetings and Events**

The hotel offers the following facilities- Business Center -Audio Visual Equipment -Copying -Broadband Internet Access in Rooms -Fax -Printer -Boutiques -Car Rental Desk -White Board -Projector -Currency Exchange -Express Check In/Out -Meeting facilities -Computer Rental -Ticket Service -DDD -IDD -Tour Desk -Turndown Service -Wakeup Service

**Dining**

The hotel offers the following dining options- Breakfast---7:30-10:00 Lunch---11:30-14:00 Dinner---17:30-20:00 \*Zijing Restaurant- Location.....1F -Cuisine.....Canton(Sichuan)Yangzhou Chinese Foods \*Rose Garden- Location.....1F, 120 seats. -Cuisine.....Western Buffet \*Shang Zhen Fang Restaurant- Location.....1F, 24 VIP rooms. -Highlight.....High level Banquet \*Jade Hall- Location.....1F, offer VIP service. -Cuisine.....Chinese \*Peace Hall- Location.....2F, Banquet for Max. 600pax. -Cuisine.....Chinese \*Humanity Hall- Location.....1F, Banquet for Max. 250pax. -Cuisine.....Chinese \*Grill Room Restaurant- Location.....1F -Cuisine.....Chinese \*Tea Bar- Location.....2F -Cuisine.....Coffee \*\*Qinyuan Restaurant- Location.....1F, 150 seats. -Cuisine.....Chinese

**Recreation**

The hotel offers the following recreational options- Chess Room -Gym -Bar -Night club -KTV -Karaoke -Sauna -Tennis -Swimming Pool -Basketball -Zhong Shan Golf----6km -Racecourse.....6km

**Location**

Located at the foot of the Purple Mountain and in the famous Zhongshan Mausoleum scenic area.

**Direction**

-From the NKG airport to hotel - NE -From the train station to hotel - NW

**Transportation**

The following options for transportation are available- Buses.....Take No. 9 to Xinjiekou Shopping Center; Buses.....Take No. 20 to Drum Town. -Buses.....Take Tour Line: 1 to Railway Station|. -Buses.....Take Tour Line: 2 to Rian Flower Platform. -Taxi.....from city center to hotel approx RMB15. -Taxi.....from Railway Station to hotel approx RMB16. -Taxi.....from Airport to hotel approx RMB150.

**Attractions**

The hotel is conveniently located nearby the following attractions- \* Zhongshan Mausoleum: 2 km NE \* Xiaoling Tomb of Ming Dynasty: 1 km NW \* Linggu Temple: 4 km E \* Plum Blossom Hill \* Xuanwu Lake: 6 km NW \* Presidential Palace: 4 km SW \* The Confucius Temple: 10 km SW \* Rain Flower Platform: 15 km SW \* The Historical Museum of Taiping Heavenly Kingdom(Zhanyuan Garden): 10 km SW \* Nanjing Massacre Memorial Hall: 15 km W \* Qixia Mountain: 30 km NE \* Nanjing University: 8 km W \* Xinjiekou Shopping Center: 5 km W \* Drum Tower: 8 km W \* Nanjing International Exhibition Center: 6 km NW \* Zhu Jiang Road: 4 km W \* Railway Station: 8 km NW \* Nanjing Yangtze River Bridge: 15 km NW

**Commission Policy**

Centralized Commission Payment by Jinjiang Thayer. All rates are including 10 percent commission to IATA travel agencies.

**Hotel Policy**

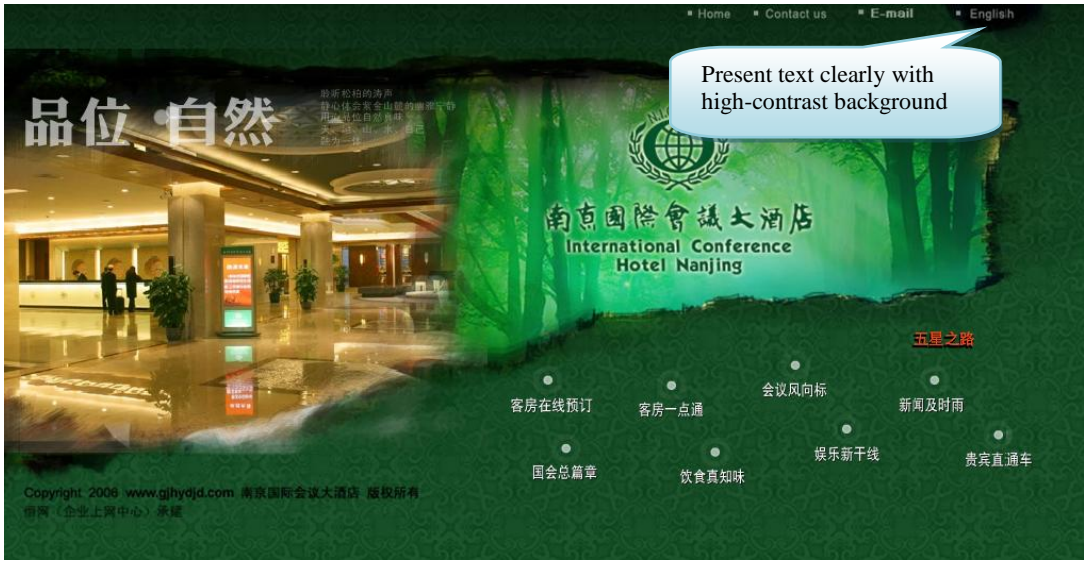
\*Check out time: 12:00, Check in time: 14:00. Check-out Time is noon, another 50pct of the room rate will be charged before if guest stays after noon but departs by 6PM, and if after 6PM, the full day rate will be charged. \*There is no additional charge for children under 6 years of age when sharing the room with their parents. \*Pets are not allowed in the hotel. \*Travel check accepted. \*In case of no show or late cancellation the hotel has the rights to charge one night room charge and taxes from the given credit card.

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地址: 南京市中山陵四方城2号 电话: 025-84430888 传真: 025-84439255

174



**Figure 5.14 Worst Performed China-based Hotel Website in Terms of Usability to Chinese Users (2)**



**Figure 5.15 Worst Performed China-based Hotel Website in Terms of Usability to Chinese Users (3)**



#### 5.4.4 Functionality Performance of China-based Luxury Hotel Websites

The ranking results of China-based luxury hotel functionality performance are listed in Table 5.16. In general, ranking differences were observed between CC and II, CC

and CI, and II and IC. Not many differences were observed between IC and CC, and between CI and II. Therefore, the following explanations focus on investigating website performance based on Chinese and international users' evaluation results.

A hotel website is expected to present basic information on the hotel, such as an introduction, location, facilities, and contact information (Law & Hsu, 2006). However, many China-based hotel websites did not fully provide the listed functions. After checking the detailed information in Appendix H, only four attributes, including "hotel description (hotel introduction)", "hotel location (maps, traffic information on how to reach the hotel)", "hotel facilities (guest rooms, restaurants, and meeting facilities)", and "contact information (telephone number/e-mail address, contact person, and fax number)" were shown on all selected hotel websites. Frequently missing were functions such as "staff directory search function", "online forum", "weather report", and "links to the related business". Based on the importance of each functionality attribute, these attributes were not ranked high. China-based luxury hotel websites are thus capable of providing basic services to their consumers, but they do not pay considerable attention to detailed hotel functions. Appendix G lists the scores of the best and worst functionality attributes.

**Table 5.16 Functionality Performance of China-based Luxury Hotel Websites**

<b>China-based Luxury Hotels</b>	<b>Functionality Performance (CC)</b>	<b>Rank</b>	<b>Functionality Performance (II)</b>	<b>Rank</b>	<b>Functionality Performance (CI)</b>	<b>Rank</b>	<b>Functionality Performance (IC)</b>	<b>Rank</b>
Agile Changjiang Hotel (Zhongshan)	0.32	<b>25</b>	0.358	<b>16</b>	0.367	<b>12</b>	0.331	<b>26</b>
Bank Hotel (Kunming)	0.402	<b>15</b>	0.216	<b>25</b>	0.212	<b>25</b>	0.404	<b>16</b>
Buena Vista Gulf Hotel (Yantai)	0.529	<b>6</b>	0.581	<b>2</b>	0.59	<b>2</b>	0.527	<b>6</b>
Carlton Hotel (Chongqing)	0.365	<b>20</b>	0.422	<b>11</b>	0.419	<b>11</b>	0.378	<b>19</b>
Empark Hotel (Fuzhou)	0.464	<b>11</b>	0.196	<b>27</b>	0.196	<b>26</b>	0.467	<b>12</b>
Fortunedays Hotel (Haerbin)	0.206	<b>28</b>	0.228	<b>24</b>	0.232	<b>24</b>	0.204	<b>29</b>
Garden Hotel (Suzhou)	0.625	<b>3</b>	0.359	<b>15</b>	0.356	<b>16</b>	0.624	<b>3</b>
Golden Bay Hotel (Weihai)	0.346	<b>21</b>	0.486	<b>5</b>	0.447	<b>9</b>	0.361	<b>21</b>
Golden Ocean Hotel (Tianjin)	0.382	<b>18</b>	0.316	<b>19</b>	0.315	<b>19</b>	0.388	<b>18</b>
Grand Bay View Hotel (Zhuhai)	0.558	<b>5</b>	0.362	<b>14</b>	0.359	<b>15</b>	0.559	<b>5</b>
Hong Qiao State Guest Hotel (Shanghai)	0.655	<b>2</b>	0.339	<b>17</b>	0.35	<b>17</b>	0.663	<b>2</b>
International Conference Hotel (Nanjing)	0.458	<b>12</b>	0.262	<b>22</b>	0.256	<b>23</b>	0.473	<b>11</b>
Jinling (Wuxi)	0.475	<b>10</b>	0.439	<b>9</b>	0.448	<b>8</b>	0.482	<b>10</b>
Jinshi Hotel(Xian)	0.261	<b>27</b>	0.197	<b>26</b>	0.193	<b>28</b>	0.267	<b>28</b>
Lijiang Water Fall (Guilin)	0.504	<b>8</b>	0.803	<b>1</b>	0.815	<b>1</b>	0.51	<b>8</b>
MingCheng International Hotel (Changsha)	0.4	<b>16</b>	0.497	<b>3</b>	0.49	<b>3</b>	0.416	<b>15</b>
New World Hotel (Wuhan)	0.489	<b>9</b>	0.467	<b>7</b>	0.457	<b>6</b>	0.498	<b>9</b>



**Table 5.16 (continued)**

<b>China-based Luxury Hotels</b>	<b>Functionality Performance (CC)</b>	<b>Rank</b>	<b>Functionality Performance (II)</b>	<b>Rank</b>	<b>Functionality Performance (CI)</b>	<b>Rank</b>	<b>Functionality Performance (IC)</b>	<b>Rank</b>
Pavilion Hotel (Shenzhen)	0.588	<b>4</b>	0.454	<b>8</b>	0.45	<b>7</b>	0.591	<b>4</b>
Peony International Hotel (Xiamen)	0.519	<b>7</b>	0.363	<b>13</b>	0.361	<b>14</b>	0.52	<b>7</b>
Quanzhou Hotel (Fujian)	0.335	<b>22</b>	0.265	<b>21</b>	0.257	<b>22</b>	0.344	<b>22</b>
Resort In time (Sanya)	0.427	<b>14</b>	0.438	<b>10</b>	0.439	<b>10</b>	0.426	<b>14</b>
Sea View Garden Hotel (Qingdao)	0.389	<b>17</b>	0.306	<b>20</b>	0.294	<b>20</b>	0.395	<b>17</b>
Sun Rise (Shenyang)	0.331	<b>23</b>	0.187	<b>29</b>	0.182	<b>29</b>	0.343	<b>23</b>
Sweet Land Hotel (Dalian)	0.201	<b>29</b>	0.153	<b>30</b>	0.147	<b>30</b>	0.204	<b>30</b>
Wenzhou Overseas Chinese Hotel	0.428	<b>13</b>	0.261	<b>23</b>	0.266	<b>21</b>	0.435	<b>13</b>
West Lake Hillview International Hotel (Hangzhou)	0.367	<b>19</b>	0.379	<b>12</b>	0.364	<b>13</b>	0.374	<b>20</b>
White Swan Hotel (Guangzhou)	0.813	<b>1</b>	0.49	<b>4</b>	0.484	<b>4</b>	0.814	<b>1</b>
XiangMing (Hugangshan)	0.304	<b>26</b>	0.191	<b>28</b>	0.193	<b>27</b>	0.312	<b>27</b>
Yuanzhou (Ningbo)	0.328	<b>24</b>	0.334	<b>18</b>	0.326	<b>18</b>	0.331	<b>25</b>
ZhaoLong (Beijing)	0.335	<b>22</b>	0.476	<b>6</b>	0.468	<b>5</b>	0.34	<b>24</b>

CC: Chinese perception combined with Chinese evaluation results

CI: Chinese perception combined with international evaluation results

II: International perception combined with international evaluation results

IC: International perception combined with Chinese evaluation results

#### 5.4.4.1 International Users' Perceptions of Functionality Performance of China-based Luxury Hotel Websites

- According to international users, the best performed China-based luxury hotel website in terms of functionality was Lijiang Water Fall (Guilin). This website was ranked by international users as the best performing hotel website in terms of usability. Nineteen attributes received the highest scores (Appendix G); only the attributes “hotel description (hotel introduction)”, “availability of virtual tours/video files of the hotel”, “worldwide reservations phone number”, and “product warranty/legality” did not receive the highest score (Table 5.17). Additionally, the attributes “staff directory search function” and “Airport information” were not found on the website by both international and Chinese evaluators. Lijiang Water Fall (Guilin) received the eighth ranking from Chinese evaluators. “Worldwide reservations phone number” and “product warranty/legality” received a higher score from Chinese users than from international evaluators.

**Table 5.17 Functionality Performance of Lijiang Water Fall (Guilin) Hotel Website**

<b>Functionality performance of Lijiang Water Fall (Guilin) Hotel Website</b>	<b>Scores of Each Attribute</b>	
<b>General information</b>	<b>II</b>	<b>CC</b>
1.Hotel descriptions (hotel introduction)	1.538	1.45
2. Hotel location (maps, traffic information about how to reach the hotel)	2.63	0.67
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.594	1.43
4. Promotion of products (special offers, frequent guest programs)	2.416	NA
5. Availability of virtual tours/video files of the hotel	1.318	NA
<b>Reservation information</b>		
6. Room rate	2.662	2.53
7. Room availability	2.644	NA
8. View or cancel reservations	2.568	NA
9. Check in and check-out time	2.47	NA
10. Price ranges of different products/services	2.504	2.43
11. Payment options	2.484	NA
12. Secured payment systems	2.553	NA
13. Worldwide reservations phone number	0.953	1.38
<b>Website management</b>		
14.Contact information (telephone number/e-mail address, contact person and fax number)	2.289	1.37
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	2.236	0.92
16. Online forum (BBS or providing a link to a third party websites)	1.849	1.21
17. Staff directory search function	NA	NA
18. Create or modify personal profile for customers	1.853	NA
19. Links to other related businesses	1.756	NA
20. Product warranty/legality	1.022	1.31
<b>Surrounding area information</b>		
21.Transportation	2.389	NA
22.Airport information	NA	NA
23.Main attractions of the destination	2.324	NA
24.General information about the destination	2.299	NA
25.Weather report	2.102	1.27

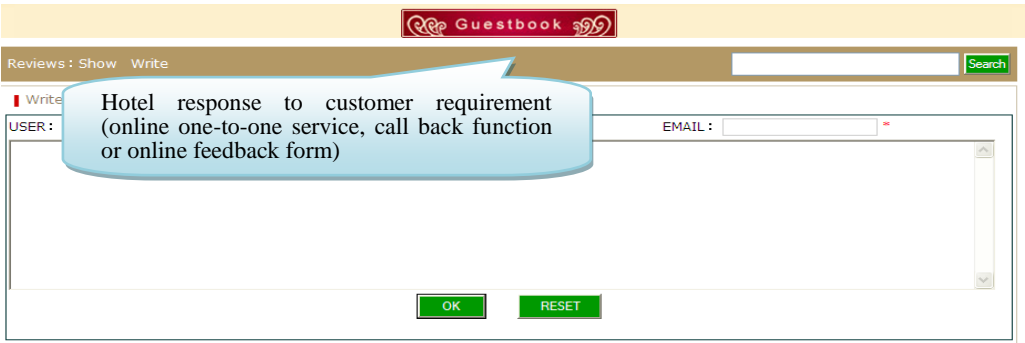
Generally speaking, the Lijiang Water Fall (Guilin) Hotel provides a functional

website with comprehensive information. It displays all the basic functions on the homepage (Figure 5.16) and offered a “Guestbook” function to perceive consumers’ comments (Figure 5.17). The surrounding information presents with images (Figure 5.18). The online reservation information is clear (Figure 5.19) and the progress is simple (Figure 5.20).

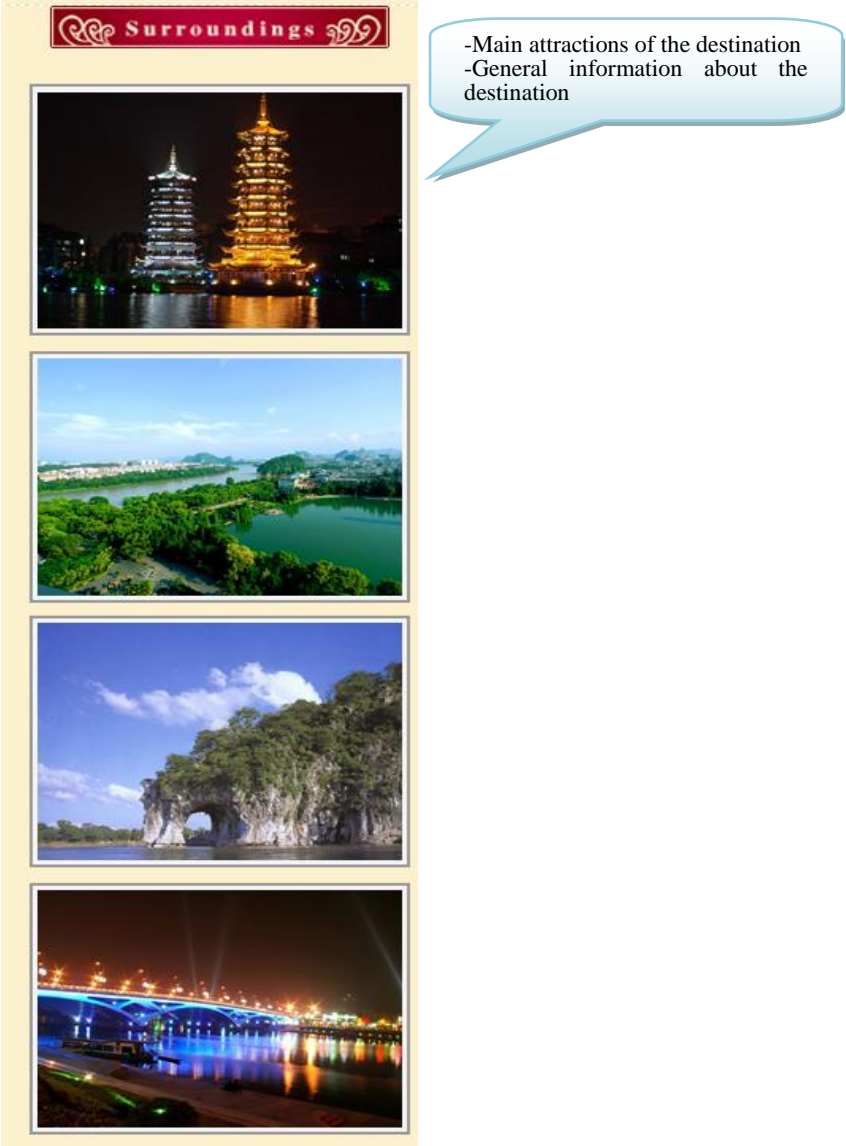
**Figure 5.16 Best Performed China-based Hotel Website in Terms of Functionality to International Users (1)**



**Figure 5.17 Best Performed China-based Hotel Website in Terms of Functionality to International Users (2)**



**Figure 5.18 Best Performed China-based Hotel Website in Terms of Functionality to International Users (3)**



**Figure 5.19 Best Performed China-based Hotel Website in Terms of Functionality to International Users (4)**

**Price (Weekdays Price)**

Chamber	Retail Price	April, May, June, July, August, September, October, November	January, February, March, December	breakfast	Broadband	Reservations
Standard Room	1534.00	690.00	635.00	-	free	<a href="#">Order</a>

**Price (Golden Week Price)**

Chamber	Retail Price	Golden Week	Breakfast	Broadband	Reservations
Standard Room	1534.00	850.00(October 1 --- October 7,2010)National Day	-	free	<a href="#">Order</a>

**Reservation rules and Information**

- Breakfast price: ¥ 116 Western-style Breakfast Price, Chinese and Western buffet breakfast at ¥ 80,Extra bed¥ 230/ bed / night.
- Executive Room Extra bed 300 RMB / bed / night price includes one breakfast.
- Payment: future payments (Visa, JCB, MasterCard, AMEX card, Diners, domestic all marked "CUP" on bank cards).
- Room rate includes only hotel taxes service charges and price adjustment.
- Hotel Check-in time is usually 15:00, check-out time is 12:00 noon. If early arrival or delayed departure, as appropriate, subject to a fee required.
- Spring Festival, National Day Golden Week price notice.
- 18:00 Overnight, phone call hotel in advance.
- Book with the hotel's final confirmation.

[Return](#) [Close](#)

**Figure 5.20 Best Performed China-based Hotel Website in Terms of Functionality to International Users (5)**

**Reservation**

With (\*) must add

Standard RoomHotel Reservation

Check-in date:  \* Departure date:  \*

Number:  Room\* Extra bed:  (Yes or No )

Please fill in your personal information:

Name:  \*

Tel:  \*

Mobile:  \*

Flight number:

EEmail:

Content:

[OK](#) [RESET](#)

- The lowest scoring hotel was Sweet Land Hotel (Table 5.18), with the following attributes scoring lowest among international evaluators: “hotel location”, “room rate”, “room availability”, “payment options”, “create or modify personal profile for customers”, “links to other related business”, and “general information about

the destination". In reference to attribute importance in Table 5.6, "hotel location", "room rate", "room availability", and "payment options" emerged as the top important attributes among all the functionality attributes. Additionally, 14 attributes were not found on this website: "availability of virtual tours/video files of the hotel", "check-in and check-out time", "price range of different products/services", "secured payment systems", "worldwide reservations phone number", "contact information (telephone number/e-mail address, contact person, and fax number)", "hotel response to customer requirement (online one-to-one service, call back function, or online feedback form)", "online forum (BBS or providing a link to a third-party website)", "staff directory search function", "product warranty/legality", "transportation", "airport information", "main attractions of the destination", and "weather report".

**Table 5.18 Functionality Performance of Sweet Land Hotel (Dalian) Website**

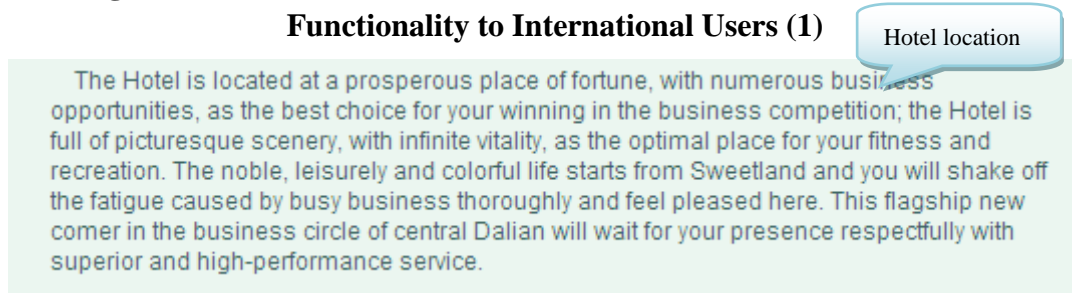
<b>Functionality Performance of the Selected China-based Hotel Website</b>	<b>Sweet Land Hotel (Dalian)</b>	
<b>General information</b>	<b>II</b>	<b>CC</b>
1. Hotel descriptions (hotel introduction)	1.082	1.453
2. Hotel location (maps, traffic information about how to reach the hotel)	0.393	0.36
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.086	1.434
4. Promotion of products (special offers, frequent guest programs)	0.612	0.317
5. Availability of virtual tours/video files of the hotel	NA	NA
<b>Reservation information</b>		
6. Room rate	0.42	0.361
7. Room availability	0.409	NA
8. View or cancel reservations	1.077	0.338
9. Check in and check-out time	NA	NA
10. Price ranges of different products/services	NA	NA
11. Payment options	0.35	NA
12. Secured payment systems	NA	NA
13. Worldwide reservations phone number	NA	NA
<b>Website management</b>		
14. Contact information (telephone number/e-mail address, contact person and fax number)	NA	NA
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA
17. Staff directory search function	NA	NA
18. Create or modify personal profile for customers	0.681	1.176
19. Links to other related businesses	0.192	NA
20. Product warranty/legality	NA	NA
<b>Surrounding area information</b>		
21. Transportation	NA	NA
22. Airport information	NA	NA
23. Main attractions of the destination	NA	NA
24. General information about the destination	0.294	0.295
25. Weather report	NA	NA

This finding indicated that the worst hotel in performance received low scores on important attributes and failed to provide a host of functions to consumers.



Furthermore, this was ranked as the worst performing hotel website in terms of functionality by Chinese evaluators as well.

**Figure 5.21 Worst Performed China-based Hotel Website in Terms of Functionality to International Users (1)**

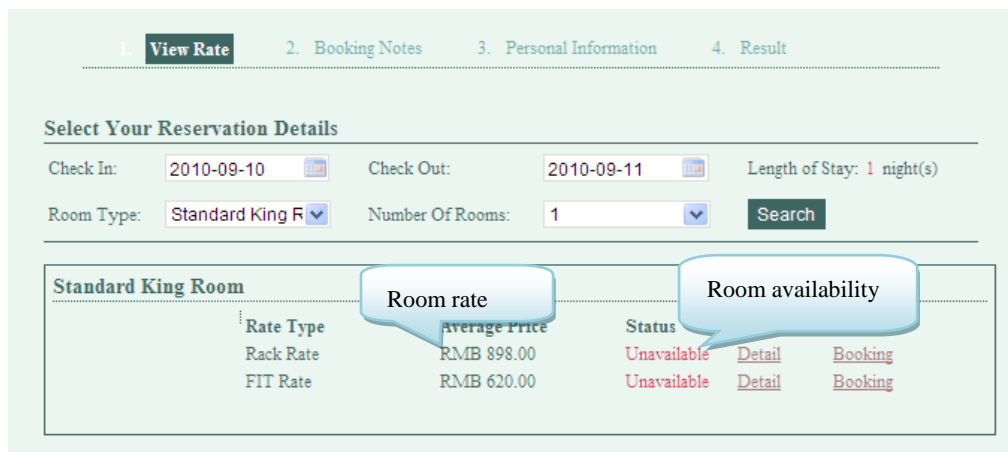


**Figure 5.22 Worst Performed China-based Hotel Website in Terms of Functionality to International Users (2)**

Reservation - Step 1:



Reservation - Step 2:



1. **View Rate** 2. Booking Notes 3. Personal Information 4. Result

---

**Select Your Reservation Details**

Check In:  Check Out:  Length of Stay: 1 night(s)

Room Type:  Number Of Rooms:

---

**Standard King Room**

Rate Type	Average Price	Status		
Rack Rate	RMB 898.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>
FIT Rate	RMB 620.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>

1. **View Rate** 2. Booking Notes 3. Personal Information 4. Result

---

**Select Your Reservation Details**

Check In:  Check Out:  Length of Stay: 1 night(s)

Room Type:  Number Of Rooms:

---

**Standard King Room**

Rate Type	Average Price	Status		
Rack Rate	RMB 898.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>
FIT Rate	RMB 620.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>

### Reservation - Step 3:

1. View Rate 2. **Booking Notes** 3. Personal Information 4. Result

---

**Booking Notes**

---

#### Reservation - Step 4;

**Personal Options**

Arrival Flight Information:

Number Of Persons: Adults  Children

Smoking: ☐ Non-Smoking ☐ Smoking ☒ No Preference

Remarks:

**Customer Information**

\*FirstName:  \*LastName:

Title:  Gender: ☒ Male ☐ Female

\*Phone Number:  Country:

Mobile:  Fax Number:

\*Email:

**Accepted Forms Of Payment**

☒ Pay On Arrival

Non-guarantee reservations will be released by 16:00 hours on the day of arrival.  
Please choose credit card guarantee or online prepay to hold your reservation.  
Thank you for your cooperation.

[Confirm Order](#) [Back](#)

**Figure 5.23 Worst Performed China-based Hotel Website in Terms of Functionality to International Users (3)**

Home | Hotel Info | Room | Dining | Meeting

**Room Reservation**

Check In Date:

Check Out Date:

Room Num:

Room Price:

**Information Of DaLian**

Building:

General information about the destination

Sweet Land Hotel's website has many empty contents, such as information about the destination function (Figure 5.23) and booking note in the reservation section (Figure 5.21). It committed a functional mistake on the availability check function, which could not be displayed clearly (Figure 5.22). Evidently, consumers can easily

identify these mistakes, resulting in loss of trust in the website.

#### 5.4.4.2 Chinese Users' Perceptions of Functionality Performance of China-based Luxury Hotel Websites

- According to the evaluation result from Chinese users, the best performed hotel website in terms of functionality was the White Swan Hotel (Guangzhou), which scored highest in 17 attributes. However, this website did not feature “links to other related businesses”. The attributes that did not receive the highest scores were as follows: “availability of virtual tours/video files of the hotel”, “view or cancel reservations”, and “airport information”. The score of each attribute is presented in Table 5.19.

**Table 5.19 Functionality Performance of White Swan Hotel (Guangzhou) Website**

<b>Functionality Performance of White Swan Hotel (Guangzhou) Website</b>	<b>Scores of Each Attribute</b>	
<b>General information</b>	<b>II</b>	<b>CC</b>
1. Hotel descriptions (hotel introduction)	1.538	2.508
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	2.559
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	2.492
4. Promotion of products (special offers, frequent guest programs)	1.39	2.407
5. Availability of virtual tours/video files of the hotel	NA	1.263
<b>Reservation information</b>		
6. Room rate	1.63	2.532
7. Room availability	1.608	2.331
8. View or cancel reservations	1.528	1.43
9. Check in and check-out time	NA	2.41
10. Price ranges of different products/services	1.465	2.433
11. Payment options	1.457	2.438
12. Secured payment systems	NA	2.526
13. Worldwide reservations phone number	1.364	NA
<b>Website management</b>		
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	2.395
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	1.258	2.337
16. Online forum (BBS or providing a link to a third party websites)	0.995	NA
17. Staff directory search function	NA	NA
18. Create or modify personal profile for customers	0.999	2.118
19. Links to other related businesses	NA	NA
20. Product warranty/legality	1.022	2.31
<b>Surrounding area information</b>		
21. Transportation	1.369	2.454
22. Airport information	1.352	0.95
23. Main attractions of the destination	0.916	NA
24. General information about the destination	0.9	NA
25. Weather report	1.162	2.257

Figures 5.24 to 5.31 provide examples obtained best performed attributes from White Swan Hotel (Guangzhou) website. This website provides exhaustive web functions

including “Weather report”, virtual images present hotel information (Figure 5.24), hotel facility descriptions (Figure 5.26), and creates or modifies personal information (Figure 5.27). The information on this website is clear and detailed, for example the reservation information (Figure 5.27), contact information (Figure 5.25), hotel location (Figure 5.26) and rewards to prove the product warranty/legality of the hotel (Figure 5.29).

**Figure 5.24 Best Performed China-based Hotel Website in Terms of Functionality to Chinese Users (1)**



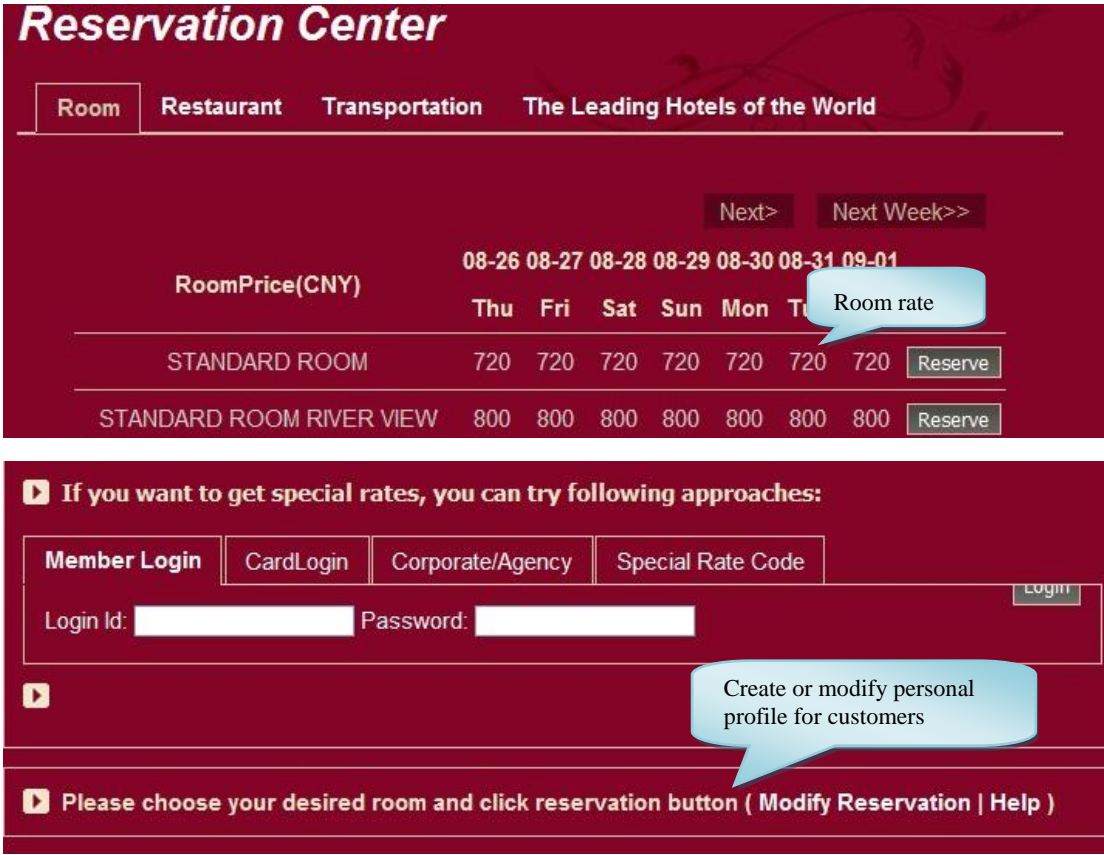
**Figure 5.25 Best Performed China-based Hotel Website in Terms of Functionality to Chinese Users (2)**



Figure 5.26 Best Performed China-based Hotel Website in Terms of Functionality to Chinese Users (3)



Figure 5.27 Best Performed China-based Hotel Website in Terms of Functionality to Chinese Users (4)





**Figure 5.28 Best Performed China-based Hotel Website in Terms of Functionality to Chinese Users (5)**

**1. Search Criteria**

Room: White Swan Hotel STANDARD ROOM Rooms: 1

Check-in Date: 2010-08-27 Check-out Date: 2010-08-28

Adults: 1 Children: 0

Total Price: 720(Room Price) + 0(Service Fee) = 720 CNY

**2. Price Details**

Date	Price	Rooms	Package
2010-08-27	720.0(Room Price) + 0(Service Fee) = 720 (CNY)	1	Standard Room

All taxes and fees are included in the room charge, Free access to outdoor swimming pool, Free access to fitness room, Free daily newspaper, Shuttle bus arrival and departure transfer for the HK-GZ through train

**Figure 5.29 Best Performed China-based Hotel Website in Terms of Functionality to Chinese Users (6)**

**Honor Lists**

Product warranty/legality

please select year look by year

time	credit
2006/2	The Hotel was voted "The Best Business Hotel in Guangzhou" by magazine "AsiaMoney" for three consecutive years
2006/3	The Hotel's Deputy General Manager Peng Shuting, was commended as "An Excellent Hotelier in China" by China Hotels Association.

**Figure 5.30 Best Performed China-based Hotel Website in Terms of Functionality to Chinese Users (7)**

**6. Payment Mode** Payment option

- Pay at hotel reception (Rooms will be reserved until 18:00)
- Pre-authorized guarantee with credit card
- Pre-pay deposit with credit card

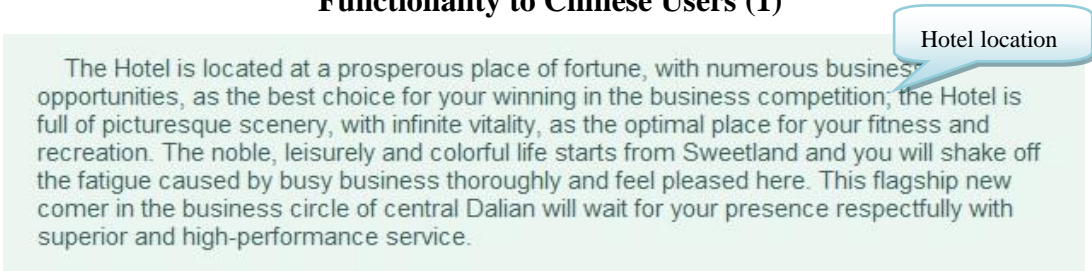


**Figure 5.31 Best Performed China-based Hotel Website in Terms of Functionality to Chinese Users (8)**

- The worst hotel website in terms of functionality was the Sweet Land Hotel (Table 5.18) to Chinese evaluators. The poorly performing attributes are as follows: “hotel location”, “room rate”, “view or cancel reservations”, “promotion of products”, and “general information about the destination”. Thirteen attributes were missing from this hotel website as perceived by both Chinese and international evaluators.

According to the performance of Sweet Land Hotel’s website, it tried to develop a functional website. However, “General information of the destination” and “promotion information” present empty content (Figures 5.33 and 5.34). Additionally, the reservation system does not work for all types of rooms, and it failed to show available rooms on any date (Figure 5.35). Therefore, the “room rate” and “view or cancel reservations” functions exist, but they received the lowest score from the evaluators.

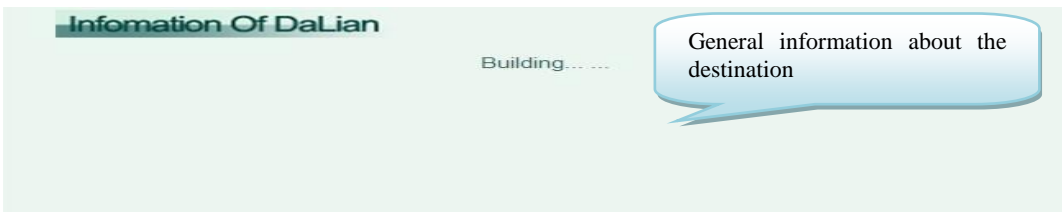
**Figure 5.32 Worst Performed China-based Hotel Website in Terms of Functionality to Chinese Users (1)**



**Figure 5.33 Worst Performed China-based Hotel Website in Terms of Functionality to Chinese Users (2)**



**Figure 5.34 Worst Performed China-based Hotel Website in Terms of Functionality to Chinese Users (3)**



**Figure 5.35 Worst Performed China-based Hotel Website in Terms of Functionality to Chinese Users (4)**

1. **View Rate** 2. Booking Notes 3. Personal Information 4. Result

---

**Select Your Reservation Details**

Check In: 2010-09-09 Check Out: 2010-09-16 Length of Stay: 7 night(s)

Room Type: All Number Of Rooms: 1 **Search**


---

**Standard King Room**

Rate Type	Average Price	Status		
Rack Rate	RMB 898.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>
FIT Rate	RMB 620.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>

---

**Superior Twin Room**



Rate Type	Average Price	Status		
Rack Rate	RMB 1158.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>
FIT Rate	RMB 804.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>

---

1. **View Rate** 2. Booking Notes 3. Personal Information 4. Result

---

**Select Your Reservation Details**

Check In: 2010-10-13 Check Out: 2010-10-14 Length of Stay: 1 night(s)

Room Type: All Number Of Rooms: 1 **Search**


---

**Standard King Room**

Rate Type	Average Price	Status		
Rack Rate	RMB 898.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>
FIT Rate	RMB 620.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>

---

**Superior Twin Room**



Rate Type	Average Price	Status		
Rack Rate	RMB 1158.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>
FIT Rate	RMB 804.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>

---

1. **View Rate** 2. Booking Notes 3. Personal Information 4. Result

---

**Select Your Reservation Details**

Check In: 2010-11-25 Check Out: 2010-11-26 Length of Stay: 1 night(s)

Room Type: All Number Of Rooms: 1 **Search**


---

**Standard King Room**

Rate Type	Average Price	Status		
Rack Rate	RMB 898.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>
FIT Rate	RMB 620.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>

---

**Superior Twin Room**



Rate Type	Average Price	Status		
Rack Rate	RMB 1158.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>
FIT Rate	RMB 804.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>

---

1. **View Rate** 2. Booking Notes 3. Personal Information 4. Result

---

**Select Your Reservation Details**

Check In: 2011-01-25 Check Out: 2011-01-26 Length of Stay: 1 night(s)

Room Type: All Number Of Rooms: 1 **Search**


---

**Standard King Room**

Rate Type	Average Price	Status		
Rack Rate	RMB 898.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>
FIT Rate	RMB 620.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>

---

**Superior Twin Room**



Rate Type	Average Price	Status		
Rack Rate	RMB 1158.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>
FIT Rate	RMB 804.00	Unavailable	<a href="#">Detail</a>	<a href="#">Booking</a>

- Room rate  
- View or cancel reservations

#### **5.4.5 Usefulness Performance of International Luxury Hotel Websites**

Table 5.20 shows the usefulness performance ranking result of international luxury hotel websites. The usefulness performance was obtained from consumers' perspectives and evaluators' evaluation scores, and calculated by modified fuzzy hierarchical model. This hierarchical list ranking is based on numerical order.

Additionally, evaluation results are displayed from four aspects: CC, II, CI, and IC. Comparing the ranking results among these four aspects, differences were observed between CC and II, CC and CI, and II and IC. No major differences were observed between CC and IC, and CI and II.

According to the ranking results, these four groups showed different perceptions of nine hotels: Ashford Castle, Paradise Hotels, Hotel Le St-James, Umstead Hotel and Spa, Tides Inn, Thurnher's Alpenhof, Shilla Hotels, Schlössle Hotel, and Hotel Quinta do Lago. A detailed explanation on the differences among these hotels in terms of website functionality and usability is provided in Tables 5.21 and 5.26.

**Table 5.20 Usefulness Performance of International Luxury Hotel Websites**

<b>International Luxury Hotels</b>	<b>Overall Performance (CC)</b>	<b>Rank</b>	<b>Overall Performance (II)</b>	<b>Rank</b>	<b>Overall Performance (CI)</b>	<b>Rank</b>	<b>Overall Performance (IC)</b>	<b>Rank</b>
Ashford Castle	0.673	<b>3</b>	0.35	<b>26</b>	0.347	<b>26</b>	0.69	<b>3</b>
Cap Juluca	0.566	<b>8</b>	0.544	<b>9</b>	0.54	<b>9</b>	0.583	<b>9</b>
Chatham Bars Inn	0.406	<b>27</b>	0.334	<b>28</b>	0.331	<b>29</b>	0.416	<b>26</b>
Cotton House	0.492	<b>16</b>	0.478	<b>14</b>	0.474	<b>14</b>	0.411	<b>27</b>
Four Seasons Hotel	0.628	<b>6</b>	0.58	<b>7</b>	0.576	<b>7</b>	0.651	<b>6</b>
Gran Meli áCancun Resort	0.391	<b>28</b>	0.412	<b>22</b>	0.411	<b>21</b>	0.396	<b>28</b>
Grand Hotel Punta Molino	0.538	<b>11</b>	0.446	<b>18</b>	0.441	<b>18</b>	0.55	<b>12</b>
Grand Hotel Residencia	0.436	<b>20</b>	0.443	<b>19</b>	0.438	<b>19</b>	0.441	<b>20</b>
Hayman	0.586	<b>7</b>	0.549	<b>8</b>	0.541	<b>8</b>	0.602	<b>7</b>
Hazelton Hotel	0.391	<b>28</b>	0.468	<b>16</b>	0.467	<b>15</b>	0.389	<b>30</b>
Hotel Hessischer Hof	0.651	<b>5</b>	0.469	<b>15</b>	0.462	<b>16</b>	0.681	<b>5</b>
Hotel Le St-James	0.231	<b>30</b>	0.817	<b>1</b>	0.81	<b>1</b>	0.233	<b>31</b>
Hotel Lord Byron	0.525	<b>14</b>	0.425	<b>20</b>	0.404	<b>23</b>	0.543	<b>14</b>
Hotel Quinta do Lago	0.706	<b>1</b>	0.425	<b>21</b>	0.411	<b>20</b>	0.751	<b>1</b>
Karma Jimbaran	0.421	<b>24</b>	0.4	<b>24</b>	0.4	<b>24</b>	0.441	<b>21</b>
Langham Hotels	0.53	<b>13</b>	0.681	<b>4</b>	0.682	<b>4</b>	0.545	<b>13</b>
Legendary Badrutt's Palace Hotel	0.667	<b>4</b>	0.344	<b>27</b>	0.337	<b>27</b>	0.683	<b>4</b>
Les Trois Rois Hotel	0.563	<b>9</b>	0.483	<b>13</b>	0.481	<b>13</b>	0.584	<b>8</b>
Paradise Hotels	0.384	<b>29</b>	0.494	<b>11</b>	0.491	<b>11</b>	0.391	<b>29</b>

**Table 5.20 (continued)**

<b>International Luxury Hotels</b>	<b>Overall Performance (CC)</b>	<b>Rank</b>	<b>Overall Performance (II)</b>	<b>Rank</b>	<b>Overall Performance (CI)</b>	<b>Rank</b>	<b>Overall Performance (IC)</b>	<b>Rank</b>
Park Hotel Adler	0.482	<b>18</b>	0.351	<b>25</b>	0.351	<b>25</b>	0.485	<b>17</b>
Rittenhouse Hotel	0.549	<b>10</b>	0.805	<b>2</b>	0.802	<b>2</b>	0.575	<b>10</b>
Rocco Forte Collection	0.536	<b>12</b>	0.333	<b>29</b>	0.331	<b>28</b>	0.554	<b>11</b>
Santa Monica: Shutters on the Beach	0.447	<b>19</b>	0.32	<b>30</b>	0.315	<b>30</b>	0.466	<b>18</b>
Schlössle Hotel	0.49	<b>17</b>	0.279	<b>31</b>	0.277	<b>31</b>	0.499	<b>16</b>
Shilla Hotels	0.431	<b>21</b>	0.65	<b>6</b>	0.648	<b>6</b>	0.446	<b>19</b>
The Alex Hotel	0.427	<b>22</b>	0.45	<b>17</b>	0.445	<b>17</b>	0.433	<b>25</b>
Thurnher's Alpenhof	0.694	<b>2</b>	0.411	<b>23</b>	0.41	<b>22</b>	0.718	<b>2</b>
Tides Inn	0.507	<b>15</b>	0.724	<b>3</b>	0.726	<b>3</b>	0.52	<b>15</b>
Umstead Hotel and Spa	0.414	<b>26</b>	0.662	<b>5</b>	0.664	<b>5</b>	0.437	<b>22</b>
Wheatleigh	0.424	<b>23</b>	0.492	<b>12</b>	0.489	<b>12</b>	0.436	<b>23</b>
Widder	0.417	<b>25</b>	0.529	<b>10</b>	0.526	<b>10</b>	0.435	<b>24</b>

CC: Chinese perception combined with Chinese evaluation results

CI: Chinese perception combined with international evaluation results

II: International perception combined with international evaluation results

IC: International perception combined with Chinese evaluation results

#### **5.4.6 Usability Performance of International Luxury Hotels Websites**

Table 5.21 presents the performance of international luxury hotels' website based on four aspects. Detailed usability performance of international hotel websites can be found in Appendix I. Seventeen hotel websites did not provide the attribute "inform users about long downloading time". Twenty-five hotels did not provide the attribute "design an internal search engine" to their consumers, while nine hotels did not possess the attribute "download and print function". According to usability importance in Table 5.7, these attributes were not among the top important attributes. Additionally, two hotels failed to provide the attribute "multiple language versions". One hotel website did not provide the attribute "transaction function", and one did not possess the attribute "descriptive page titles/labels/headings".

The following subsections further analyzed website performance from Chinese and international users' perspective.

**Table 5.21 Usability Performance of International Hotel Websites**

<b>International Hotel</b>	<b>Usability Performance (CC)</b>	<b>Rank</b>	<b>Usability Performance (II)</b>	<b>Rank</b>	<b>Usability Performance (CI)</b>	<b>Rank</b>	<b>Usability Performance (IC)</b>	<b>Rank</b>
Ashford Castle	0.631	<b>2</b>	0.329	<b>25</b>	0.32	<b>25</b>	0.662	<b>3</b>
Cap Juluca	0.539	<b>10</b>	0.499	<b>10</b>	0.496	<b>11</b>	0.577	<b>10</b>
Chatham Bars Inn	0.412	<b>20</b>	0.301	<b>27</b>	0.297	<b>27</b>	0.446	<b>18</b>
Cotton House	0.414	<b>19</b>	0.535	<b>9</b>	0.537	<b>8</b>	0.44	<b>20</b>
Four Seasons Hotel	0.583	<b>6</b>	0.557	<b>7</b>	0.557	<b>7</b>	0.622	<b>6</b>
Gran Meli á Cancun Resort	0.334	<b>29</b>	0.395	<b>21</b>	0.394	<b>20</b>	0.352	<b>28</b>
Grand Hotel Punta Molino	0.505	<b>14</b>	0.435	<b>14</b>	0.429	<b>14</b>	0.532	<b>14</b>
Grand Hotel Residencia	0.344	<b>28</b>	0.432	<b>15</b>	0.425	<b>15</b>	0.35	<b>29</b>
Hayman	0.386	<b>23</b>	0.546	<b>8</b>	0.534	<b>9</b>	0.416	<b>23</b>
Hazelton Hotel	0.321	<b>30</b>	0.481	<b>12</b>	0.482	<b>12</b>	0.341	<b>30</b>
Hotel Hessischer Hof	0.616	<b>4</b>	0.448	<b>13</b>	0.444	<b>13</b>	0.664	<b>2</b>
Hotel Le St-James	0.181	<b>31</b>	0.782	<b>1</b>	0.778	<b>1</b>	0.183	<b>31</b>
Hotel Lord Byron	0.521	<b>13</b>	0.419	<b>16</b>	0.41	<b>16</b>	0.552	<b>13</b>
Hotel Quinta do Lago	0.709	<b>1</b>	0.411	<b>18</b>	0.394	<b>19</b>	0.785	<b>1</b>
Karma Jimbaran	0.361	<b>27</b>	0.284	<b>29</b>	0.276	<b>29</b>	0.391	<b>25</b>
Langham Hotels	0.553	<b>8</b>	0.735	<b>3</b>	0.73	<b>2</b>	0.589	<b>8</b>
Legendary Badrutt's Palace Hotel	0.62	<b>3</b>	0.361	<b>23</b>	0.356	<b>23</b>	0.651	<b>5</b>
Les Trois Rois Hotel	0.543	<b>9</b>	0.406	<b>19</b>	0.4	<b>18</b>	0.581	<b>9</b>
Paradise Hotels	0.371	<b>25</b>	0.414	<b>17</b>	0.407	<b>17</b>	0.387	<b>26</b>



**Table 5.21 (continued)**

<b>International Hotel</b>	<b>Usability Performance (CC)</b>	<b>Rank</b>	<b>Usability Performance (II)</b>	<b>Rank</b>	<b>Usability Performance (CI)</b>	<b>Rank</b>	<b>Usability Performance (IC)</b>	<b>Rank</b>
Park Hotel Adler	0.493	<b>15</b>	0.357	<b>24</b>	0.351	<b>24</b>	0.52	<b>15</b>
Rittenhouse Hotel	0.561	<b>7</b>	0.74	<b>2</b>	0.729	<b>3</b>	0.604	<b>7</b>
Rocco Forte Collection	0.536	<b>11</b>	0.28	<b>30</b>	0.274	<b>30</b>	0.573	<b>11</b>
Santa Monica: Shutters on the Beach	0.475	<b>17</b>	0.285	<b>28</b>	0.281	<b>28</b>	0.501	<b>17</b>
Schlössle Hotel	0.405	<b>22</b>	0.211	<b>31</b>	0.209	<b>31</b>	0.422	<b>22</b>
Shilla Hotels	0.418	<b>18</b>	0.649	<b>6</b>	0.645	<b>6</b>	0.441	<b>19</b>
The Alex Hotel	0.41	<b>21</b>	0.396	<b>20</b>	0.39	<b>22</b>	0.429	<b>21</b>
Thurnher's Alpenhof	0.611	<b>5</b>	0.316	<b>26</b>	0.31	<b>26</b>	0.655	<b>4</b>
Tides Inn	0.523	<b>12</b>	0.652	<b>5</b>	0.651	<b>5</b>	0.555	<b>12</b>
Umstead Hotel and Spa	0.362	<b>26</b>	0.703	<b>4</b>	0.706	<b>4</b>	0.382	<b>27</b>
Wheatleigh	0.379	<b>24</b>	0.393	<b>22</b>	0.391	<b>21</b>	0.41	<b>24</b>
Widder	0.487	<b>16</b>	0.494	<b>11</b>	0.496	<b>10</b>	0.519	<b>16</b>

CC: Chinese perception combined with Chinese evaluation results

CI: Chinese perception combined with international evaluation results

II: International perception combined with international evaluation results

IC: International perception combined with Chinese evaluation results

#### 5.4.6.1 Chinese Users' Perceptions of Usability Performance of International Luxury Hotel Websites

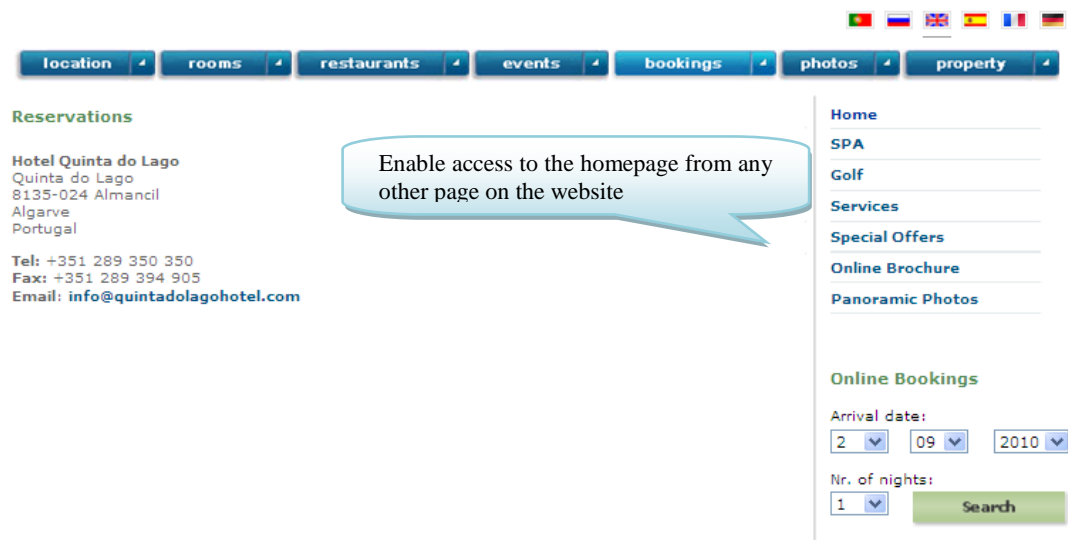
- According to Chinese users, the best international hotel website in terms of usability was Hotel Quinta do Lago. Sixteen attributes were scored highest by Chinese evaluators, with the exception of the following attributes: “eliminate horizontal and vertical scrolling”, “download and print function”, and “utility of transaction function”, and “use meaningful link labels for linking to related content”. Hotel Quinta do Lago did not possess the attributes “design an internal search engine” and “inform users of long downloading time”. However, this hotel was ranked 18<sup>th</sup> by international evaluators, they gave a very low score to the attribute “eliminate horizontal and vertical scrolling”. The perceived evaluation result is displayed in Table 5.22.

**Table 5.22 Usability Performance of Quinta do Lago Hotel Website**

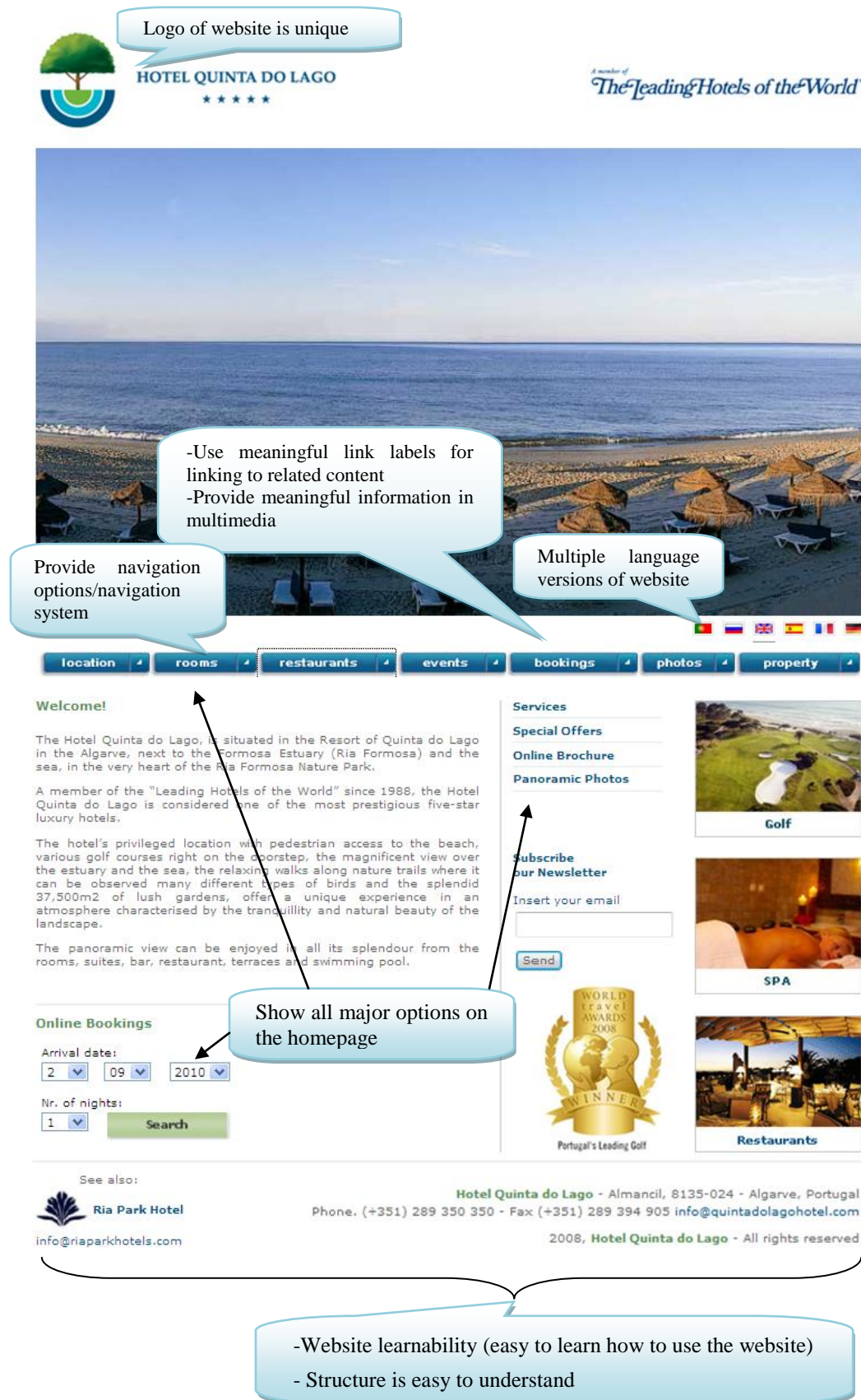
Usability Performance of Quinta do Lago Hotel Website	Scores of Each Attribute	
	II	CC
<b>Navigation</b>		
3. Provide navigation options/navigation system	1.466	2.287
4. Show all major options on the homepage	1.495	2.346
5. Enable access to the homepage from any other page on the website	1.482	2.273
6. Design an internal search engine	NA	NA
<b>Website friendliness (ease-of-use)</b>		
9. Website learnability (easy to learn how to use the website)	1.505	2.42
10. Eliminate horizontal and vertical scrolling	0.534	1.269
11. Utility of internal link	1.335	2.303
12. Download and print function	NA	1.292
13. Inform users of long downloading time	NA	NA
14. Utility of the transaction function	1.392	1.331
15. Website information credibility (update/accurate information)	NA	2.43
<b>Language</b>		
16. Multiple language versions of website	1.344	2.365
17. Text understandability	1.453	2.398
18. Spelling and grammatical errors	1.432	2.332
19. Use common word instead of Internet jargon/popular buzzwords	1.377	2.309
<b>Overall layout and appearance</b>		
20. Structure is easy to understand	1.461	2.32
21. Logo of website is unique	1.181	2.178
22. Use meaningful link labels for linking to related content	1.3	1.234
23. Present text clearly with high-contrast background	1.34	2.239
24. Font size of text	0.905	2.184
25. Provide descriptive page titles/labels/headings	1.34	2.176
26. Provide meaningful information in multimedia	1.295	2.123

Quinta do Lago Hotel website displayed a clean and structured front page (Figures 5.36 and 5.37), a remarkable hotel logo ((Figures 5.37), and ease of use in its subpages (Figure 5.38).

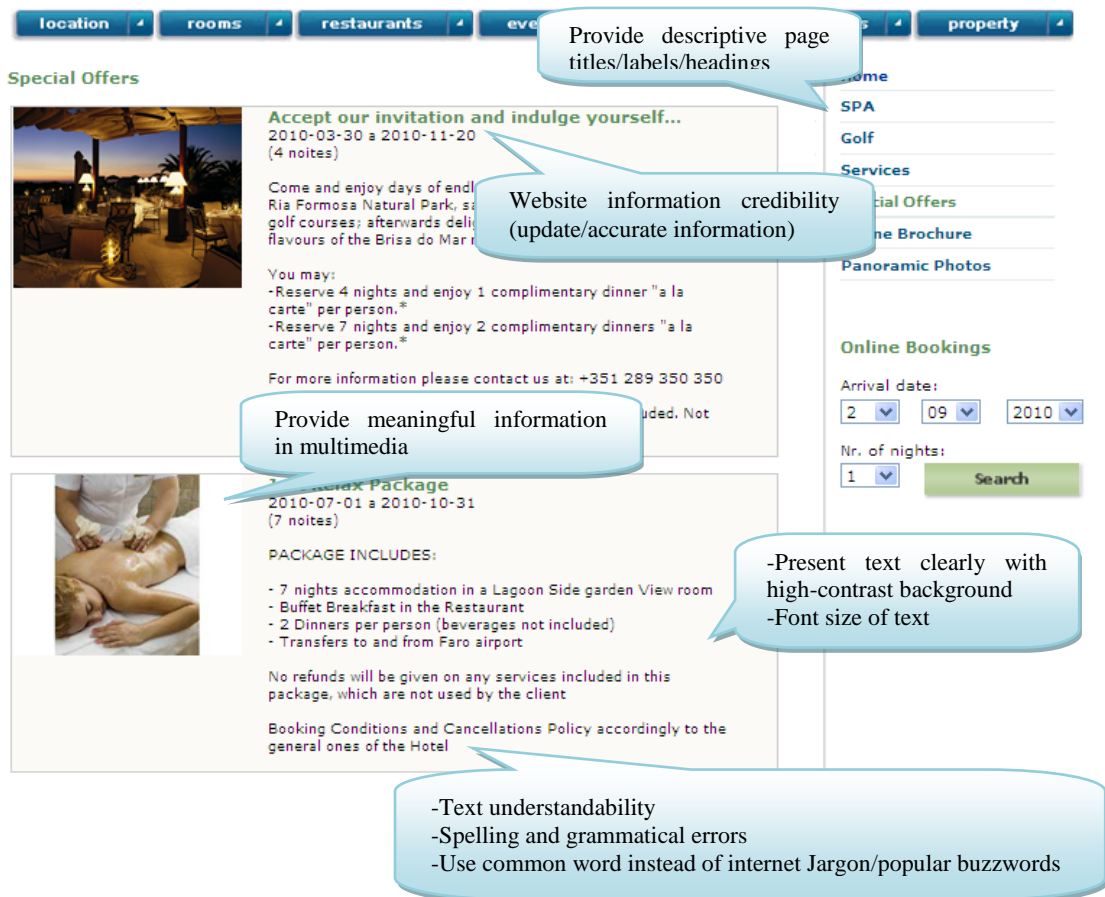
**Figure 5.36 Best Performed International Hotel Website in Terms of Usability to Chinese Users (1)**



**Figure 5.37 Best Performed International Hotel Website in Terms of Usability to Chinese Users (2)**



**Figure 5.38 Best Performed International Hotel Website in Terms of Usability to Chinese Users (3)**



- The worst usability performed hotel website was Hotel Le St-James. According to Appendix J, the attributes “provide navigation options/navigation system”, “show all major options on the homepage”, “website learnability (easy to learn how to use the website)”, “Website information credibility (updated/accurate information)”, “spelling and grammatical errors”, “structure is easy to understand”, “provide descriptive page titles/labels/headings”, “font size of text”, “logo of Website is unique”, and “use meaningful link labels for linking to related content” received the lowest scores. Interestingly, international evaluators ranked this hotel website as the best performing hotel website in terms of usability; 16 attributes received the highest scores from international

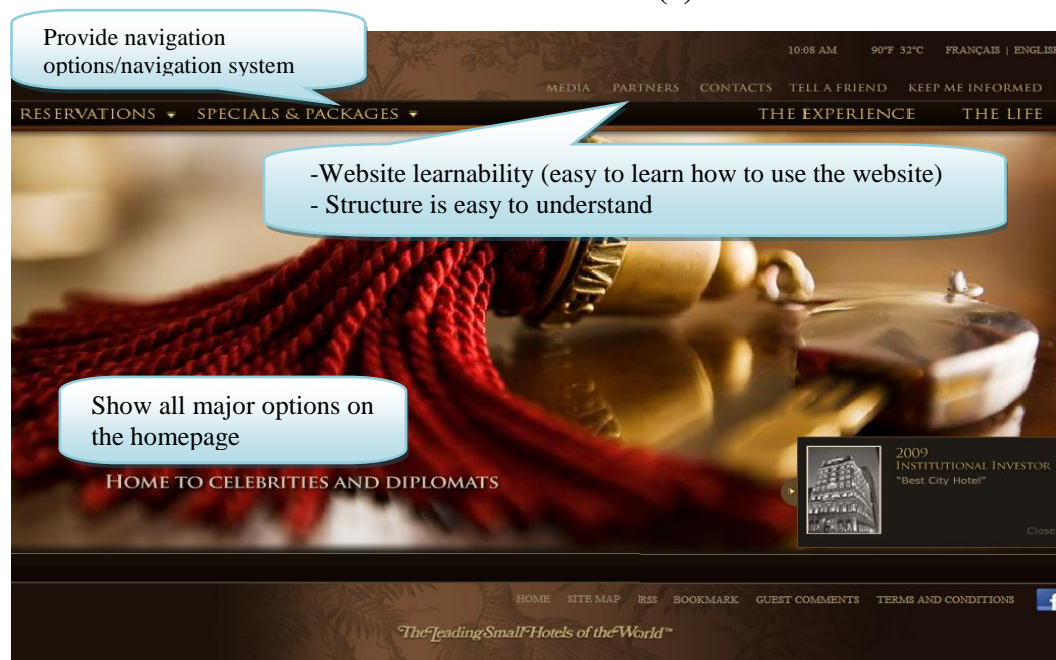
evaluators, with the exception of the attributes “provided navigation options/navigation system”, “download and print function”, “utility of the transaction function”, and “multiple language versions of the website”. This hotel website did not provide consumers with “design an internal search engine”. This is an interesting finding that Chinese consumers appear to dislike but internationals like the most. Table 5.23 shows the scores of this website.

**Table 5.23 Usability Performance of Hotel Le St-James Website**

Usability Performance of Hotel Le St-James Website	Scores of Each Attribute	
	II	CC
<b>Navigation</b>		
3. Provide navigation options/navigation system	1.466	0.291
4. Show all major options on the homepage	2.547	0.58
5. Enable access to the homepage from any other page on the website	2.524	0.888
6. Design an internal search engine	NA	NA
<b>Website friendliness (ease-of-use)</b>		
9. Website learnability (easy to learn how to use the website)	2.555	0.323
10. Eliminate horizontal and vertical scrolling	2.201	1.269
11. Utility of internal link	2.339	0.904
12. Download and print function	1.412	NA
13. Inform users of long downloading time	2.337	1.205
14. Utility of the transaction function	1.392	1.331
15. Website information credibility (update/accurate information)	2.579	0.983
<b>Language</b>		
16. Multiple language versions of website	1.344	0.936
17. Text understandability	2.491	1.372
18. Spelling and grammatical errors	2.447	1.323
19. Use common word instead of Internet jargon/popular buzzwords	2.388	1.31
<b>Overall layout and appearance</b>		
20. Structure is easy to understand	2.518	0.575
21. Logo of website is unique	NA	0.269
22. Use meaningful link labels for linking to related content	2.318	0.529
23. Present text clearly with high-contrast background	2.364	0.864
24. Font size of text	2.328	0.265
25. Provide descriptive page titles/labels/headings	2.372	0.266
26. Provide meaningful information in multimedia	2.305	0.809

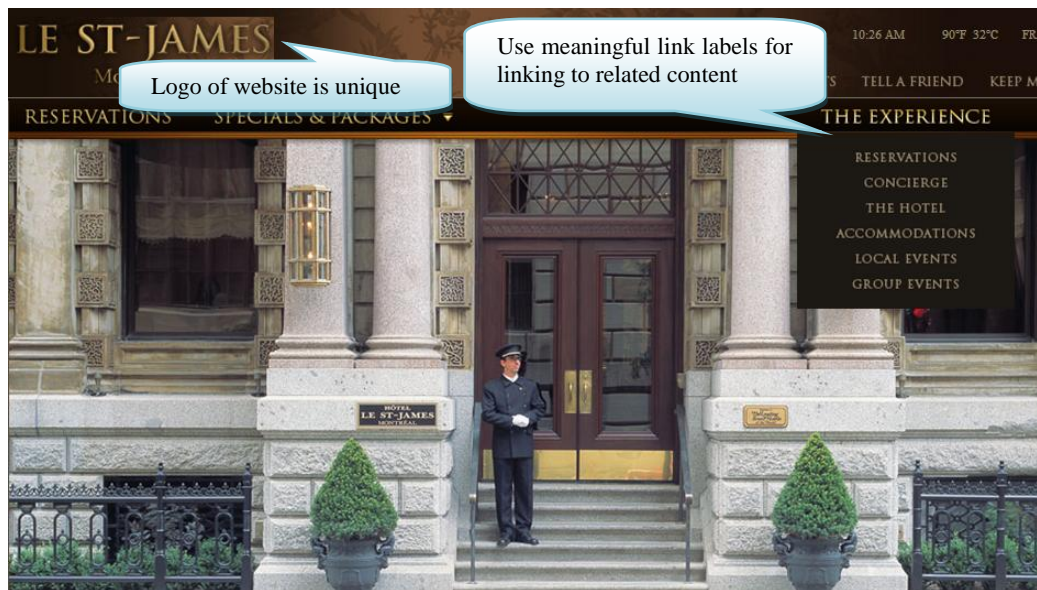
Hotel Le St-James' website provides a navigation system in a noticeable position. However, the pull-down menu may confuse Chinese evaluators in terms of information search (Figure 5.39). According to Chinese evaluators' perception, compared with other international hotel websites, the quality of language was low on this website. Additionally, the hotel logo presents as text (Figure 5.40), the link label confused Chinese evaluators, the front size of text was small (Figure 5.42) and hotel only provided title with empty content (Figure 5.43).

**Figure 5.39 Worst Performed International Hotel Website in Terms of Usability to Chinese Users (1)**

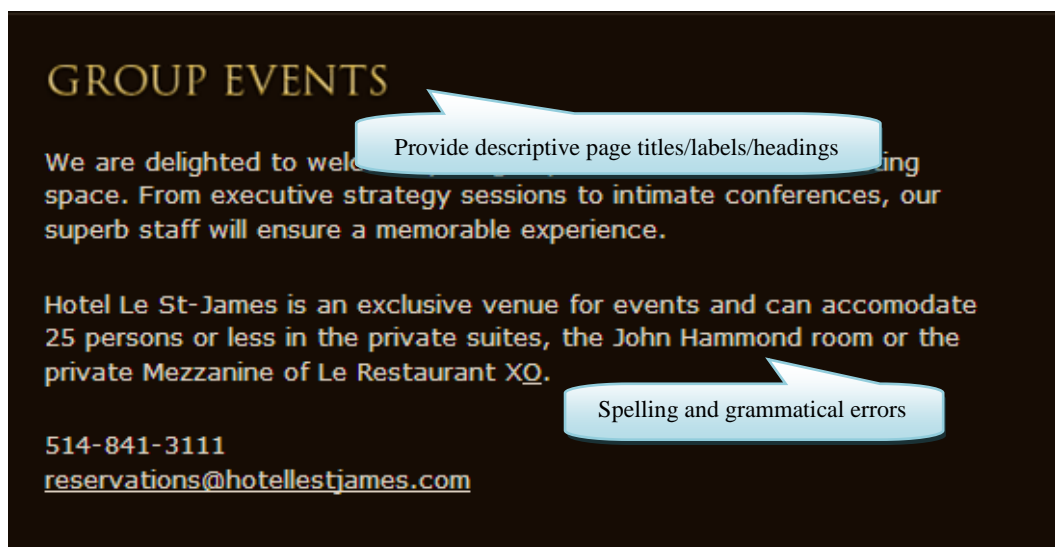




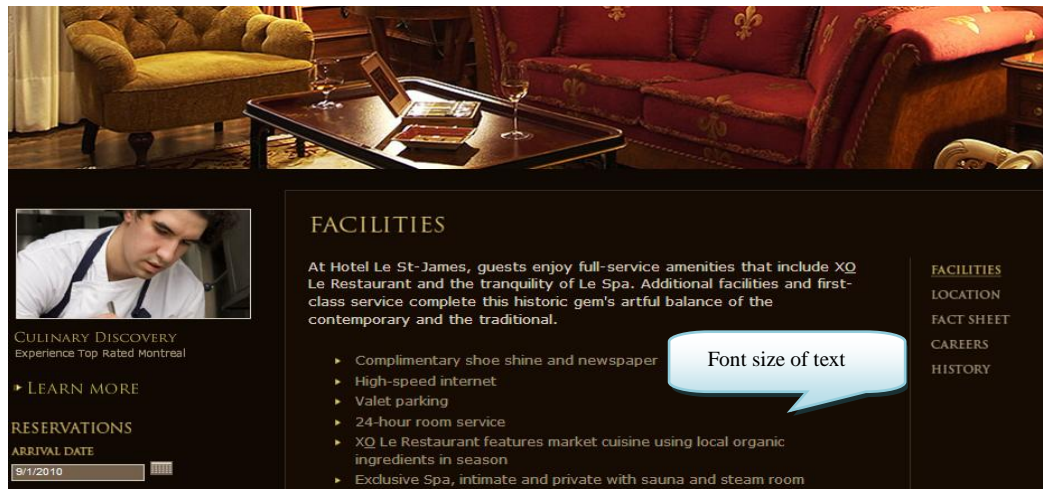
**Figure 5.40 Worst Performed International Hotel Website in Terms of Usability to Chinese Users (2)**



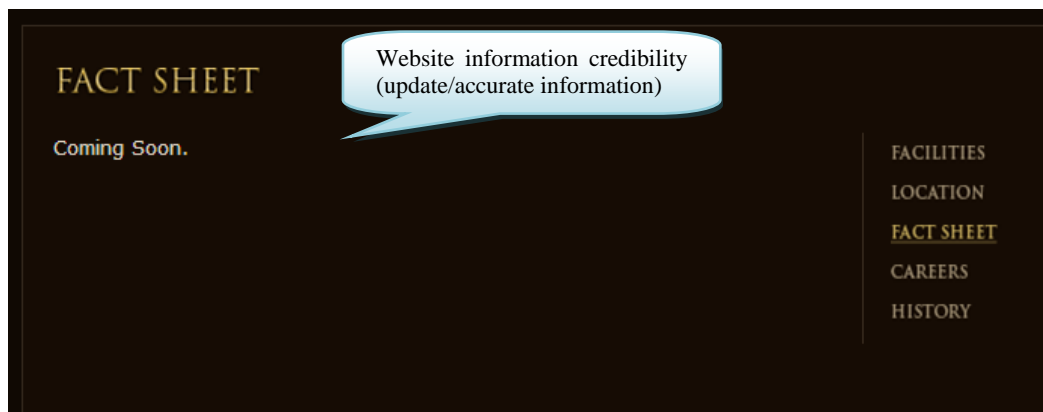
**Figure 5.41 Worst Performed International Hotel Website in Terms of Usability to Chinese Users (3)**



**Figure 5.42 Worst Performed International Hotel Website in Terms of Usability to Chinese Users (4)**



**Figure 5.43 Worst Performed International Hotel Website in Terms of Usability to Chinese Users (5)**

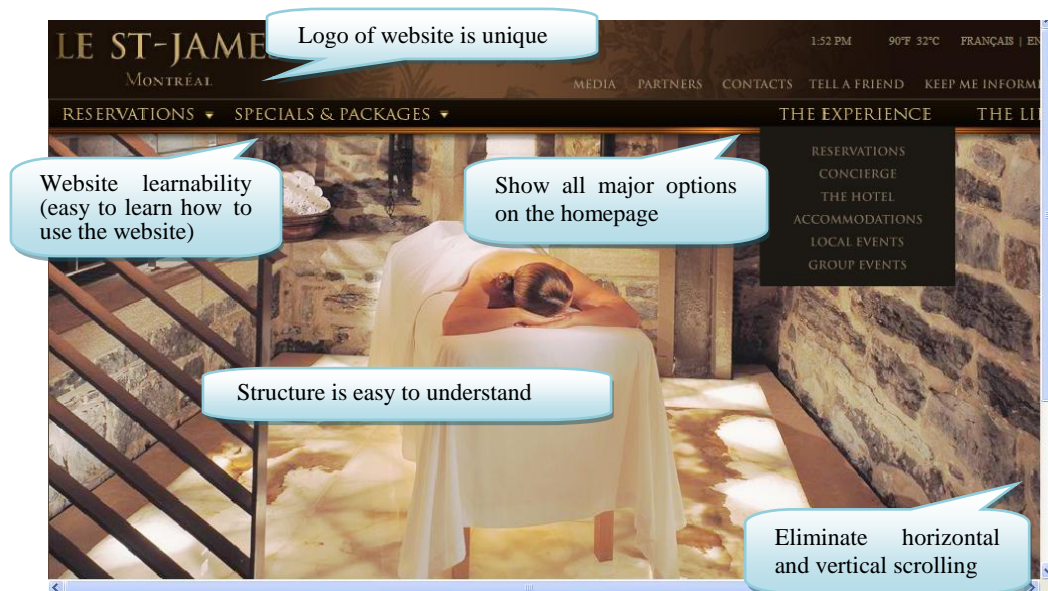


#### 5.4.6.2 International Users' Perceptions of Usability Performance of International Luxury Hotel Websites

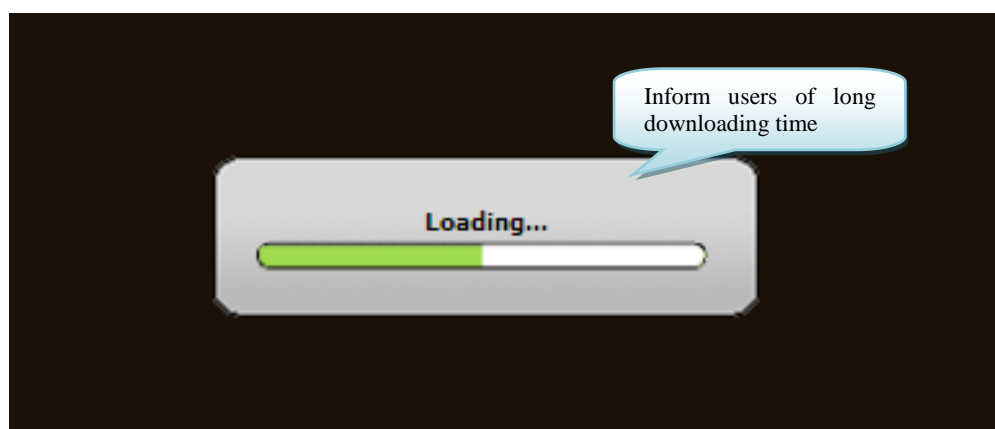
- According to international evaluators, the best hotel website in terms of usability was Hotel Le St-James (Table 5.23). Sixteen attributes scored highest, with the exception of the following attributes: “provided navigation options/navigation system”, “download and print function”, “utility of the transaction function”,

and “multiple language versions of website”. Both international and Chinese evaluators failed to find “internal search engine” on this website. However, as mentioned above, Hotel Le St-James was perceived as the worst hotel website in terms of usability by Chinese evaluators. The score of each attribute is presented in Table 5.23. Figures 5.44 to 5.48 display examples obtained from this website.

**Figure 5.44 Best Performed International Hotel Website in Terms of Usability to International Users (1)**



**Figure 5.45 Best Performed International Hotel Website in Terms of Usability to International Users (2)**



Enable access to the homepage from any other page on the website



**CULINARY DISCOVERY**  
Experience Top Rated Montreal

► **LE ST-JAMES** - Exclusive cocktail Reception during Montreal F1 Grand Prix

**RESERVATIONS**

ARRIVAL DATE

9/1/2010

NIGHTS ADULTS CHILDREN

01 01 00

**CHECK AVAILABILITY**

**SPECIAL EVENTS**

*Future events*

Coming soon !

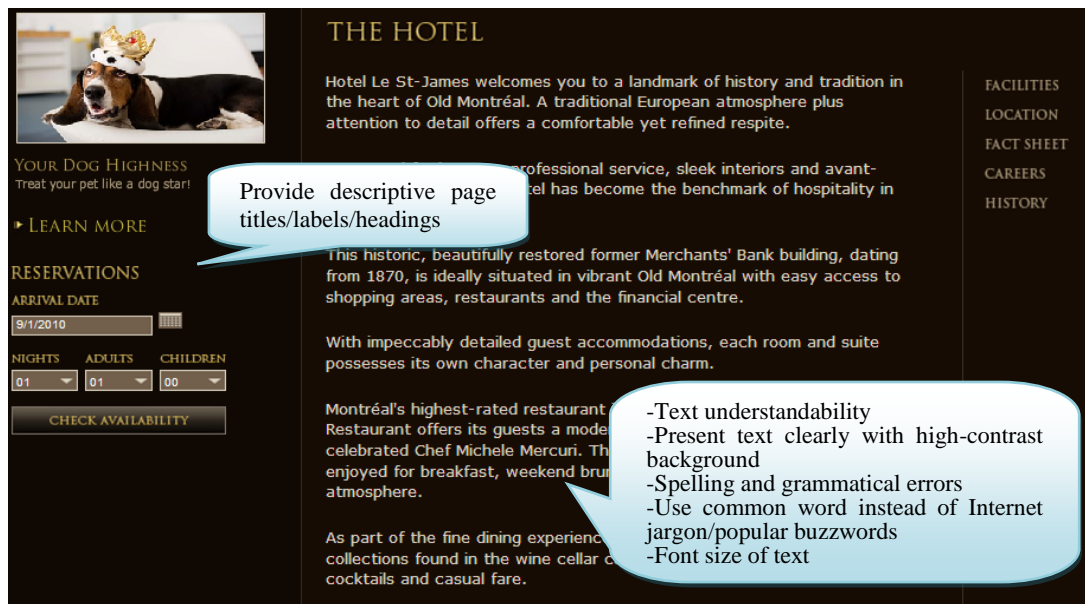
*Past events*

Website information credibility (update/accurate information)

Use meaningful link labels for linking to related content

Provide meaningful information in multimedia

**Figure 5.48 Best Performed International Hotel Website in Terms of Usability to International Users (5)**



Based on the scores of usability attribute, international users present different views on hotel website usability performance compare with Chinese users. For example, the logo of this hotel is highly perceived (Figure 5.44). The structure is clean and simple (Figure 5.44, 5.47), the text is understandable, page titles fix its content (Figure 5.48) and the information is credible (Figure 5.47).

- According to international users, the worst hotel website was Schlössle Hotel (Table 5.24). The lowest scored attributes were as follows: “enable access to the homepage from any other page on the website”, “website learnability (easy to learn how to use the website)”, “utility of the transaction function”, “text understandability”, “structure is easy to understand”, and “provided descriptive page titles/labels/headings”. The attributes “design an internal search engine” and “inform users of long downloading time” were missing on this website. Furthermore, the Chinese evaluators ranked this website as 22nd. In contrast, the



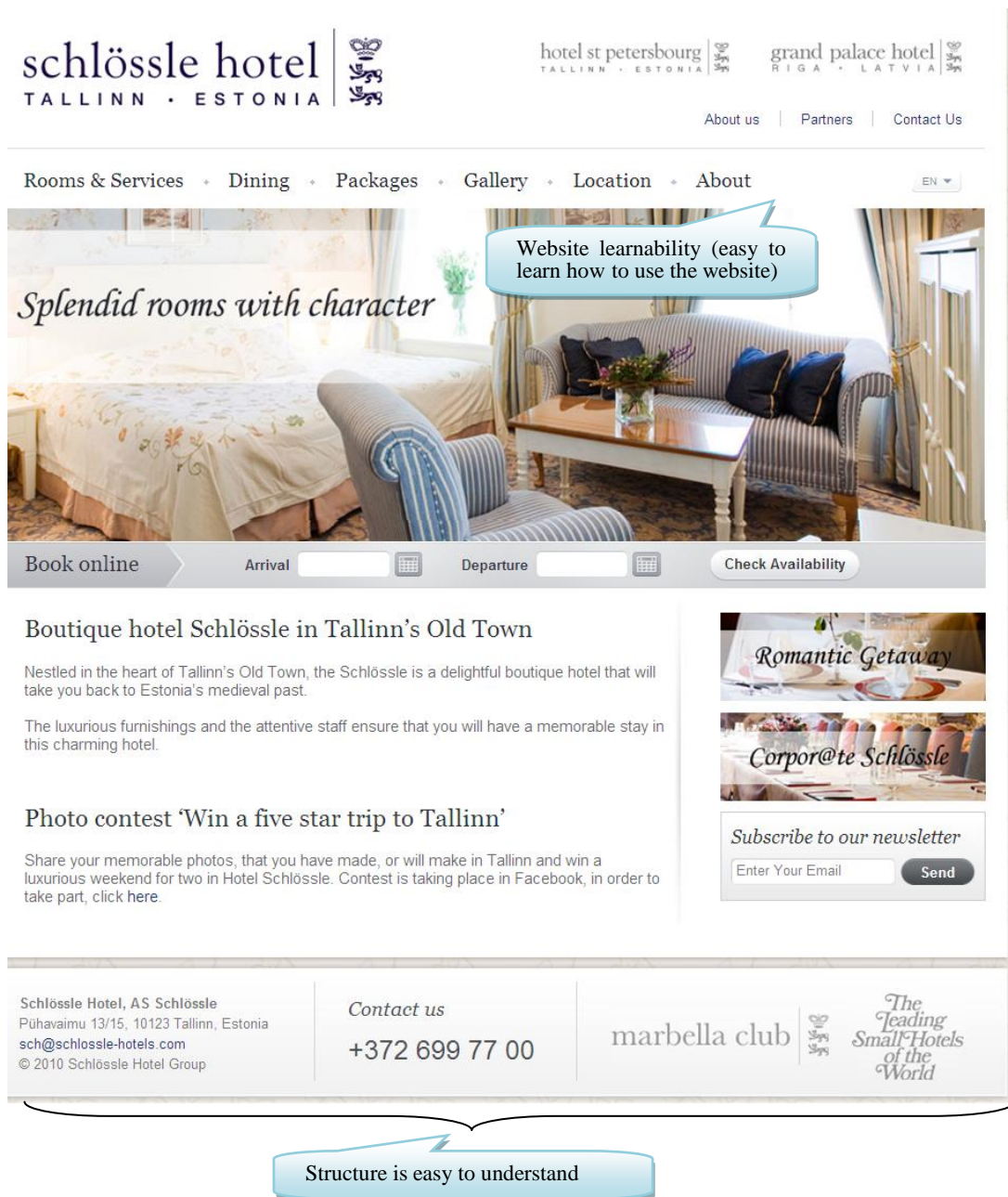
attributes “enable access to the homepage from any other page on the website”, “Website learnability (easy to learn how to use the website)”, “eliminate horizontal and vertical scrolling”, “present text clearly with high-contrast background”, and “provide descriptive page titles/labels/headings” were scored lower by Chinese evaluators.

**Table 5.24 Usability Performance of Schlössle Hotel Website**

<b>Usability Performance of Schlössle Hotel Website</b>	<b>Scores of Each Attribute</b>	
	<b>II</b>	<b>CC</b>
<b>Navigation</b>		
3. Provide navigation options/navigation system	0.652	1.29
4. Show all major options on the homepage	1.049	1.332
5. Enable access to the homepage from any other page on the website	0.663	0.556
6. Design an internal search engine	NA	NA
<b>Website friendliness (ease-of-use)</b>		
9. Website learnability (easy to learn how to use the website)	0.675	0.611
10. Eliminate horizontal and vertical scrolling	0.855	0.548
11. Utility of internal link	0.928	1.304
12. Download and print function	NA	NA
13. Inform users of long downloading time	NA	NA
14. Utility of the transaction function	0.972	2.336
15. Website information credibility (update/accurate information)	1.085	2.43
<b>Language</b>		
16. Multiple language versions of website	0.592	NA
17. Text understandability	1.018	1.372
18. Spelling and grammatical errors	1.432	2.332
19. Use common word instead of Internet jargon/popular buzzwords	1.377	2.309
<b>Overall layout and appearance</b>		
20. Structure is easy to understand	0.647	0.916
21. Logo of website is unique	0.504	0.837
22. Use meaningful link labels for linking to related content	0.56	0.851
23. Present text clearly with high-contrast background	1.34	1.252
24. Font size of text	1.309	1.21
25. Provide descriptive page titles/labels/headings	0.928	0.516
26. Provide meaningful information in multimedia	0.895	1.176

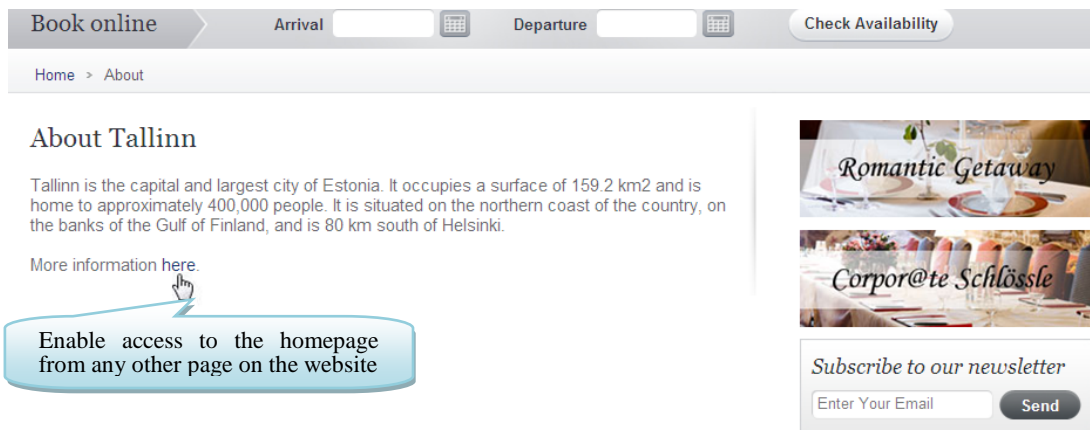
International evaluators found the structure of Schlössle Hotel website was difficult to understand (Figure 5.49). This website provides a link to introduce destination information (Figure 5.50). However, once consumers click on the link, they will be transferred to another public website, and a new opening webpage is suggested. When consumers suddenly jump to another website, they may become confused as to how to return to the website they were exploring. Additionally, international evaluators found text understandability of this website is low compared to other international luxury hotel websites (Figure 5.52).

**Figure 5.49 Worst Performed International Hotel Website in Terms of Usability to International Users (1)**

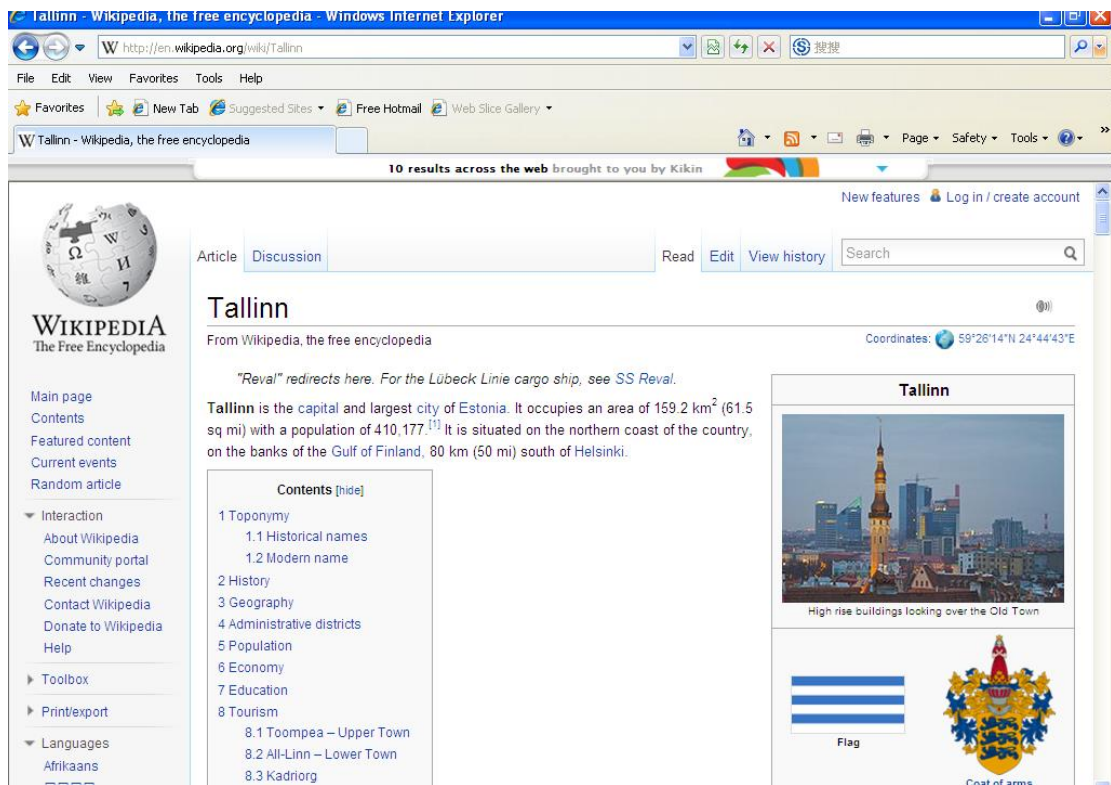




**Figure 5.50 Worst Performed International Hotel Website in Terms of Usability to International Users (2)**



*After clicking on the link, the consumers will be asked to log in to Wikipedia page:*




**Figure 5.51 Worst Performed International Hotel Website in Terms of Usability to International Users (3)**

**Your Details:**

First Name:*	<input type="text"/>	Country:*	ESTONIA
Last Name:*	<input type="text"/>	Address:*	<input type="text"/>
Email:*	<input type="text"/>		<input type="text"/>
		City:*	<input type="text"/>
		Postal Code:*	<input type="text"/>
		Phone:*	<input type="text"/>

**Guarantee Information:**

Name on Card:*	<input type="text"/>	<input type="checkbox"/> My contact address is different than my billing address.
Card Number:*	<input type="text"/>	
Expires on:*	08 <input type="text"/> 2010 <input type="text"/>	 Click to Verify
Accepted Cards:	<div> <div>AMERICAN EXPRESS</div> <div>AMERICAN EXPRESS</div> <div>DINERS CLUB</div> <div>JAPAN CREDIT BUREAU (JCB)</div> <div>MASTERCARD/EUROCARD</div> <div>VISA</div> </div>	
		Comments: <input type="text"/>

**Required Fields\***

☐ I have read and agree to the [Terms & Conditions](#) and [Privacy Policy](#)

☐ Yes ☒ No Please notify me from time to time about special offers.

Utility of the transaction function

**Figure 5.52 Worst Performed International Hotel Website in Terms of Usability to International Users (4)**

## Romantic getaway with Schlössle hotel



Hundreds of years ago, the ~~the~~ ~~places~~ ~~and~~ ~~respires~~ were the places where people could hide from everyday life and find refuge. Today we offer you Hotel Schlössle. Hide yourself to your Suite for one night, turn off your mobile gadgets and just enjoy the company of your loved one.

### Package includes:

- Transfer from your point of arrival to Schlössle
- A 4-course romantic candle-lit dinner in our wine cellar or in your suite
- A bottle of your chosen wine from a selected list
- A night in one of our Suites
- Complimentary late check-out until 18:00
- Enjoy your 'breakfast-in-bed' until six o'clock in the evening
- Transfer to your point of departure

For bookings or more information send us an e-mail

from here

### Package price:

For two persons 7309 EEK / 467 EUR

Any extra night 3271 EEK / 209 EUR

Provided descriptive page titles/labels/headings

Text understandability

#### **5.4.7 Performance of International Luxury Hotel Websites in Terms of Functionality**

Table 5.25 shows the functionality performance of international websites. Many functions were not provided, including attributes “weather report”, “staff directory search function”, “promotion of products (special offers, frequent guest programs)”, “payment options”, “online forum (BBS or providing a link to a third-party website)”, “product warranty/legality”, “links to other related businesses”, “hotel response to customer requirement (online one-to-one service, call back function, or online feedback form)”, “create or modify personal profile for customers”, “main attractions of the destination”, “general information about the destination”, “secured payment systems”, “worldwide reservations phone number”, “view or cancel reservation”, “check-in and check-out time”, and “availability of virtual tours/video files of the hotel”.

The attribute not present in a number of websites was “weather report”; 19 hotels did not have this attribute. Meanwhile, 15 hotels did not provide the “staff directory search function”. “Check-in and check-out time” was missing on six hotel websites. “Online forum (BBS or providing a link to a third-party websites)” was missing on 14 websites and “links to other related businesses” was missing on five websites. Based on information from Table 5.6, Chinese consumers ranked attribute “check-in and check-out time” as eighth and international consumers ranked it as 10<sup>th</sup> most important. The least important attribute was “staff directory search function”. Among international and Chinese users, this attribute was ranked 23<sup>rd</sup> and 20<sup>th</sup> most

important, respectively.

These findings imply that international luxury hotel websites cannot provide their customers with a complete host of functions. However, compared with China-based hotel websites, international hotel websites yielded better performance in terms of functionality. The following sections analyze website performance from the perspectives of Chinese and international evaluators, which were identified using the best and worst functionality attribute scores (Appendix J).

**Table 5.25 Functionality Performance of International Luxury Hotel Websites**

<b>International Hotel</b>	<b>Functionality Performance (CC)</b>	<b>Rank</b>	<b>Functionality Performance (II)</b>	<b>Rank</b>	<b>Functionality Performance (CI)</b>	<b>Rank</b>	<b>Functionality Performance (IC)</b>	<b>Rank</b>
Ashford Castle	0.723	<b>3</b>	0.369	<b>26</b>	0.368	<b>26</b>	0.724	<b>4</b>
Cap Juluca	0.591	<b>7</b>	0.586	<b>8</b>	0.577	<b>8</b>	0.59	<b>8</b>
Chatham Bars Inn	0.401	<b>27</b>	0.361	<b>27</b>	0.357	<b>27</b>	0.391	<b>28</b>
Cotton House	0.515	<b>14</b>	0.439	<b>21</b>	0.433	<b>21</b>	0.382	<b>29</b>
Four Seasons Hotel	0.673	<b>6</b>	0.599	<b>7</b>	0.592	<b>7</b>	0.681	<b>7</b>
Gran Meli á Cancun Resort	0.46	<b>20</b>	0.424	<b>24</b>	0.421	<b>23</b>	0.454	<b>21</b>
Grand Hotel Punta Molino	0.568	<b>9</b>	0.457	<b>19</b>	0.451	<b>19</b>	0.567	<b>10</b>
Grand Hotel Residencia	0.515	<b>15</b>	0.452	<b>20</b>	0.447	<b>20</b>	0.525	<b>15</b>
Hayman	0.77	<b>2</b>	0.552	<b>12</b>	0.547	<b>12</b>	0.78	<b>2</b>
Hazelton Hotel	0.445	<b>24</b>	0.459	<b>18</b>	0.457	<b>18</b>	0.429	<b>25</b>
Hotel Hessischer Hof	0.701	<b>5</b>	0.486	<b>15</b>	0.476	<b>16</b>	0.704	<b>6</b>
Hotel Le St-James	0.269	<b>30</b>	0.853	<b>2</b>	0.838	<b>2</b>	0.274	<b>31</b>
Hotel Lord Byron	0.53	<b>13</b>	0.429	<b>23</b>	0.4	<b>24</b>	0.532	<b>13</b>
Hotel Quinta do Lago	0.703	<b>4</b>	0.437	<b>22</b>	0.421	<b>22</b>	0.715	<b>5</b>
Karma Jimbaran	0.481	<b>18</b>	0.485	<b>16</b>	0.481	<b>15</b>	0.49	<b>17</b>
Langham Hotels	0.507	<b>16</b>	0.623	<b>6</b>	0.634	<b>5</b>	0.497	<b>16</b>
Legendary Badrutt's Palace Hotel	0.723	<b>3</b>	0.328	<b>30</b>	0.32	<b>31</b>	0.725	<b>3</b>
Les Trois Rois Hotel	0.585	<b>8</b>	0.549	<b>13</b>	0.542	<b>13</b>	0.587	<b>9</b>
Paradise Hotels	0.399	<b>28</b>	0.56	<b>10</b>	0.553	<b>9</b>	0.396	<b>27</b>

**Table 5.25 (continued)**

<b>International Hotel</b>	<b>Functionality Performance (CC)</b>	<b>Rank</b>	<b>Functionality Performance (II)</b>	<b>Rank</b>	<b>Functionality Performance (CI)</b>	<b>Rank</b>	<b>Functionality Performance (IC)</b>	<b>Rank</b>
Park Hotel Adler	0.469	<i><b>19</b></i>	0.346	<i><b>28</b></i>	0.351	<i><b>28</b></i>	0.439	<i><b>24</b></i>
Rittenhouse Hotel	0.538	<i><b>11</b></i>	0.896	<i><b>1</b></i>	0.898	<i><b>1</b></i>	0.547	<i><b>12</b></i>
Rocco Forte Collection	0.535	<i><b>12</b></i>	0.379	<i><b>25</b></i>	0.376	<i><b>25</b></i>	0.532	<i><b>14</b></i>
Santa Monica: Shutters on the Beach	0.412	<i><b>26</b></i>	0.345	<i><b>29</b></i>	0.336	<i><b>29</b></i>	0.421	<i><b>26</b></i>
Schlössle Hotel	0.563	<i><b>10</b></i>	0.326	<i><b>31</b></i>	0.32	<i><b>30</b></i>	0.565	<i><b>11</b></i>
Shilla hotels	0.441	<i><b>25</b></i>	0.651	<i><b>4</b></i>	0.651	<i><b>4</b></i>	0.451	<i><b>22</b></i>
The Alex Hotel	0.446	<i><b>23</b></i>	0.49	<i><b>14</b></i>	0.482	<i><b>14</b></i>	0.439	<i><b>23</b></i>
Thurnher's Alpenhof	0.804	<i><b>1</b></i>	0.467	<i><b>17</b></i>	0.463	<i><b>17</b></i>	0.804	<i><b>1</b></i>
Tides Inn	0.492	<i><b>17</b></i>	0.798	<i><b>3</b></i>	0.794	<i><b>3</b></i>	0.481	<i><b>18</b></i>
Umstead Hotel and Spa	0.453	<i><b>22</b></i>	0.63	<i><b>5</b></i>	0.633	<i><b>6</b></i>	0.481	<i><b>19</b></i>
Wheatleigh	0.459	<i><b>21</b></i>	0.558	<i><b>11</b></i>	0.549	<i><b>11</b></i>	0.457	<i><b>20</b></i>

CC: Chinese perception combined with Chinese evaluation results

CI: Chinese perception combined with international evaluation results

II: International perception combined with international evaluation results

IC: International perception combined with Chinese evaluation results

#### 5.4.7.1 Chinese Users' Perceptions of International Luxury Hotel Websites in Terms of Functionality

- According to the findings in Table 5.25, the best website functionality performed hotel was Thurnher's Alpenhof. Sixteen functionality attributes scored highest, attributes such as "hotel location", "promotion of products", "payment options", and "create or modify personal profile for customers" did not receive the highest scores. Meanwhile, attributes such as "availability of virtual tours/video files of the hotel", "online forum", and "staff directory search function" were missing on this website. This hotel website was ranked 17<sup>th</sup> by international evaluators. Attributes such as "hotel location (maps, traffic information on how to reach the hotel)", "room rate", and "secured payment systems" received higher scores from international evaluators. Table 5.26 presents the scores of attributes.

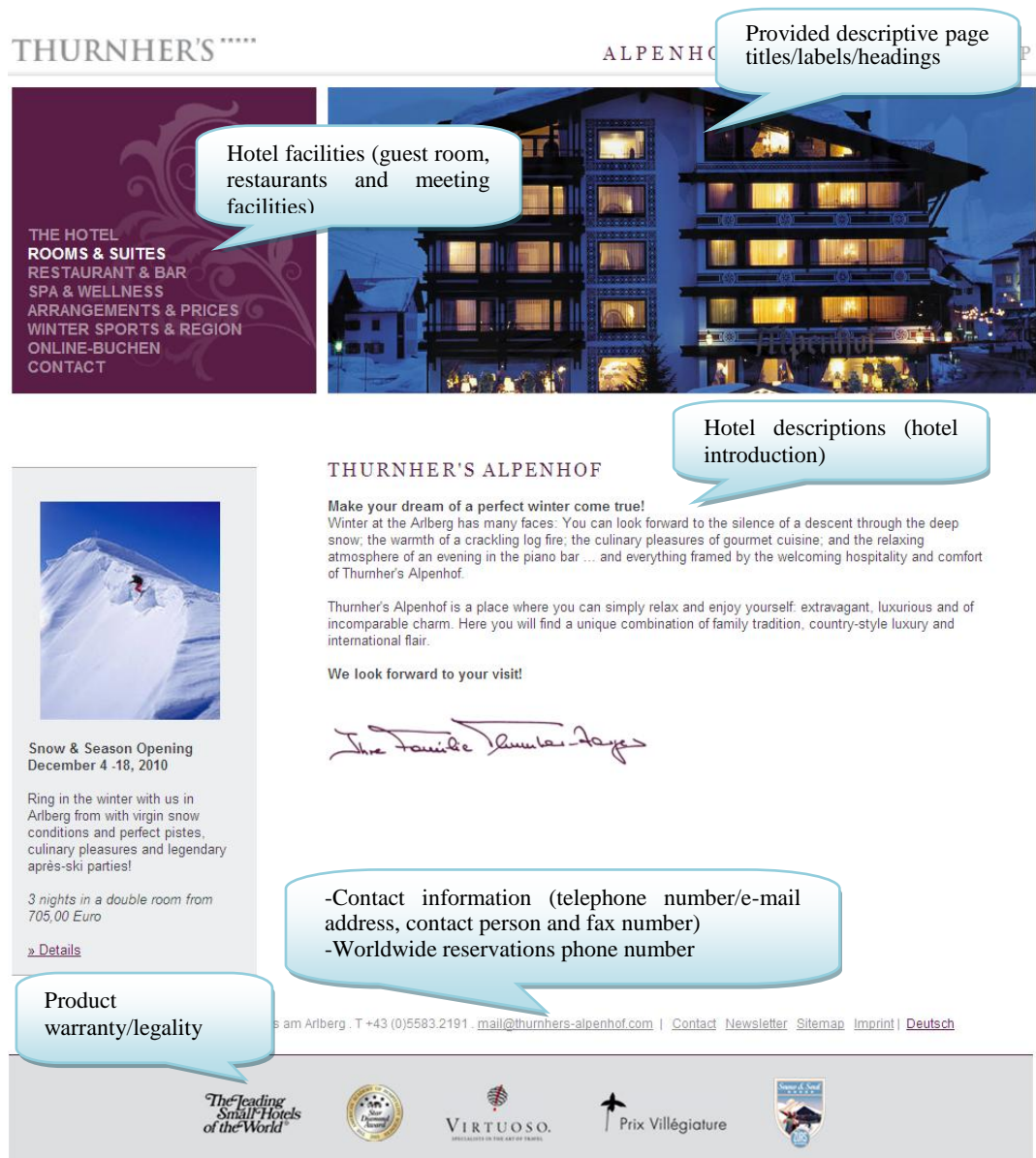
**Table 5.26 Functionality Performance of Thurnher's Alpenhof Hotel Website**

<b>Functionality Performance of Thurnher's Alpenhof Hotel Website</b>	<b>Scores of Each Attribute</b>	
<b>General information</b>	<b>II</b>	<b>CC</b>
1. Hotel descriptions (hotel introduction)	1.082	2.508
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	1.499
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	2.492
4. Promotion of products (special offers, frequent guest programs)	1.39	2.407
5. Availability of virtual tours/video files of the hotel	NA	NA
<b>Reservation information</b>		
6. Room rate	2.662	2.532
7. Room availability	1.142	2.331
8. View or cancel reservations	0.691	2.463
9. Check in and check-out time	0.347	NA
10. Price ranges of different products/services	1.465	2.433
11. Payment options	1.457	1.412
12. Secured payment systems	2.553	2.526
13. Worldwide reservations phone number	0.953	2.402
<b>Website management</b>		
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.908	2.395
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.544	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA
17. Staff directory search function	NA	NA
18. Create or modify personal profile for customers	0.681	1.176
19. Links to other related businesses	0.634	2.11
20. Product warranty/legality	0.698	2.31
<b>Surrounding area information</b>		
21. Transportation	1.369	2.454
22. Airport information	2.358	2.389
23. Main attractions of the destination	1.319	2.321
24. General information about the destination	1.3	2.313
25. Weather report	2.102	2.257



The Thurnher's Alpenhof Hotel Website provides all the major functions on front page with a clean and simple structure (Figure 5.53). It offers comprehensive surrounding information including airport information, transportation information, general information of the destination, and general claim of the destination (Figures 5.54, 5.56 and 5.57). Reservation and service information were perceived high scores as the website states this information clear and detailed (Figures 5.55 and 5.58).

**Figure 5.53 Best Performed International Hotel Website to in Terms of Functionality to Chinese Users (1)**



**Figure 5.54 Best Performed International Hotel Website in Terms of Functionality to Chinese Users (2)**

**Location & how to reach us**

**By car**  
Follow the A 14 motorway and take the "Bludenz" exit; then continue along the ...  
» [Route planner](#) (google maps)

**By rail**  
Travel to the railway station "Langen am Arlberg". We shall be pleased to meet you there with our hotel bus, or you can take a taxi or bus to Zürs (approx. 14 km).

**By air**  
There are bus or taxi transfers to bring you to Zürs from a number of airports. We shall also be pleased to arrange your transfer in accordance with your requirements.

**Transportation**

**Provided descriptive page titles/labels/headings**

**Airport information**

The nearest airports are:

Airport	Distance	Destinations
Altenrhein (CH)	100 km	Vienna / Rotterdam
Innsbruck (A)	120 km	Europe
Friedrichshafen (D)	130 km	Europe
Memmingen (D)	160 km	Europe
Zürich (CH)	200 km	Intercontinental
Munich (D)	330 km	Intercontinental
Milan (I)	330 km	Intercontinental

**Figure 5.55 Best Performed International Hotel Website in Terms of Functionality to Chinese Users (3)**

**Room availability**

**Room rate**

**View or cancel reservations**

**Check in and check-out time**

**Secured payment systems**

THURNHER'S \*\*\*\*\*

Check Availability

Alpenhof  
Haus Nummer 295  
A-6763 Zuers  
43-5583-2191

Rooms & Rates

Confirmation

Rooms Selected 0

Select Language  
English

Select Dates

Arrival Date  
September 2010 10

Departure Date  
September 2010 12

Number of Nights  
2

Reset Calendar

Availability Calendar

September 2010

Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October 2010

Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Select Rooms

Guests per Room  
Single Room - 1 Person

Rooms  
1

Back

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Secured Environment

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> Thurnher's Alpenhof

**Figure 5.56 Best Performed International Hotel Website in Terms of Functionality to Chinese Users (4)**

WINTER SPORTS  
PERSONAL SKIGUIDE  
ZÜRS AM ARLBERG  
WEATHER



Snow & Season Opening  
December 4 -18, 2010

Ring in the winter with us in Arlberg from with virgin snow conditions and perfect pistes, culinary pleasures and legendary après-ski parties!

3 nights in a double room from 705,00 Euro

[» Details](#)

WINTER SPORTS

Main attractions of the destination


Thurnher's Alpenhof is ideally located. From the ski slope you can ski directly to the hotel entrance.

"The cradle of Alpine skiing" - the Arlberg ski circus lives up to its reputation. With more than 80 modern mountain railways and lifts you can enjoy perfect winter sports pleasures on 260 kilometres of prepared ski slopes and more than 180 kilometres of virgin powder snow and firm slopes. Your bodily needs will also be well taken care of - there is something for everyone here: Whether you prefer a congenial evening in a rustic cabin, sophisticated après-ski parties, trendy gatherings, traditional inns or hot nightclubs, you will find what you are looking for.

Our staff will be pleased to offer expert advice to help you plan your days so that each one will be truly memorable. Thurnher's Alpenhof is the only hotel in the entire Arlberg region to provide free of charge the services of our own certified ski and snowboard teacher. We will obtain your ski pass for you and will take your skis to be ground and waxed. We will arrange for you to be met wherever you like and will help you to carry out all your wishes.

Impressions

General information about the destination



Some of our special services

- Ski races with picnic in the snow
- Sledging evenings on the specially prepared and illuminated sledging run from Oberlech to Lech
- Paragliding above the unique winter landscape
- Heli-skiing: a dream comes true! Head for the untouched ski slopes and enjoy skiing in the true sense. Upon request we can arrange for a photographer to accompany you!
- Snowboarding, carving and cross-country skiing (upon request with a ski teacher from the world-famous Zürs ski school)
- Curling
- Skating

**Figure 5.57 Best Performed International Hotel Website in Terms of Functionality to Chinese Users (5)**

## WEATHER INFORMATION FOR ZÜRS AM ARLBERG

What will the weather be like? Brilliant sunshine or romantic flurries of snow? You can plan your holiday activities with the help of the reliable, constantly updated 4-day weather forecast. Lech and Zürs always have plenty to offer.

Weather report

### Information & Links

[» Weather forecast](#)  
[» Current snow report](#)  
[» Current road report](#)

Links to other related businesses

**Figure 5.58 Best Performed International Hotel Website in Terms of Functionality to Chinese Users (6)**

## ARRANGEMENTS / PACKAGES

Price ranges of different products/services

Enjoy a memorable winter holiday in Zürs am Arlberg. We have prepared a number of exclusive packages for you which offer you special extra services and a price saving.

**Snow & Season Opening** – The ski season has started: ring in the winter with us in Arlberg with virgin snow conditions and perfect pistes, culinary pleasures and legendary après-ski parties!

- 3, 5 or 7 nights' accommodation including an extensive breakfast buffet, daily snacks in the afternoon, excellent 5- to 8-course menu in our gourmet restaurant every evening
- Complimentary welcome glass of champagne or home-made winter punch and an Austrian Gugelhupf from our patisserie in your room
- 2, 4 or 6 days Arlberg ski pass
- Daily skiing or ski tours with the hotel's private ski teacher Roman with the latest test skis
- Daily ski workout and stretching for the perfect preparation for the new ski season
- 1 lunch in Thurnher's Milchbar (with a choice of one of our delicious bread creations or the day's set menu)
- 2 delicious milk shakes and 2 fruit schnapps in Thurnher's Milchbar

04.12. – 18.12.2010:

Double room for 3 nights from 705,00 Euro

Double room for 5 nights from 1,100.00 Euro

Double room for 7 nights from 1,470.00 Euro.

- The worst hotel website in terms of functionality was Hotel Le St-James (Table 5.27), which was ranked as the worst hotel website in terms of usability by Chinese users as well. According to Appendix J, the worst performance functionality attributes were “hotel description”, “hotel facilities”, “availability of virtual tours/video files of the hotel”, “room rate”, “secured payment systems”, “hotel response to customer requirement”, and “online forum”. This hotel was ranked as the second best hotel website by international evaluators. All attributes scored higher among international evaluators compared with Chinese evaluators.

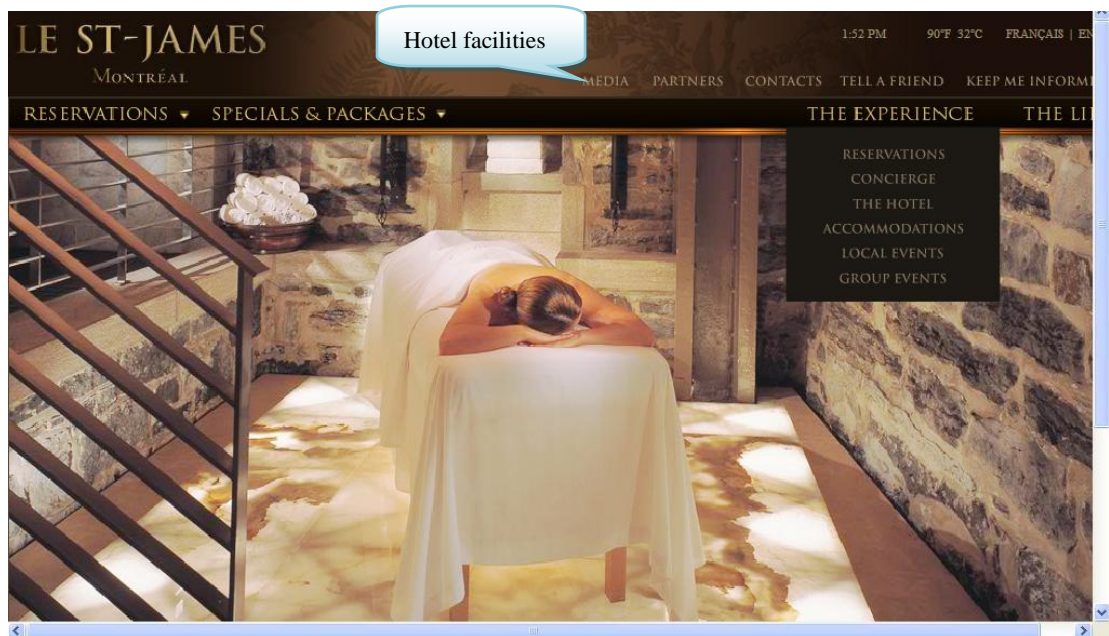
**Table 5.27 Functionality Performance of Le St-James Hotel Website**

<b>Functionality Performance of Le St-James Hotel Website</b>	<b>Scores of Each Attribute</b>	
	<b>II</b>	<b>CC</b>
<b>General information</b>		
1.Hotel descriptions (hotel introduction)	2.601	0.643
2. Hotel location (maps, traffic information about how to reach the hotel)	NA	1.499
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.594	1
4. Promotion of products (special offers, frequent guest programs)	2.416	0.957
5. Availability of virtual tours/video files of the hotel	2.307	0.281
<b>Reservation information</b>		
6. Room rate	2.662	1.492
7. Room availability	2.644	1.326
8. View or cancel reservations	2.568	1.43
9. Check in and check-out time	2.47	1.389
10. Price ranges of different products/services	2.504	1.403
11. Payment options	2.484	1.412
12. Secured payment systems	2.553	1.484
13. Worldwide reservations phone number	2.357	1.383
<b>Website management</b>		
14.Contact information (telephone number/e-mail address, contact person and fax number)	2.289	1.372
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	2.236	0.577
16. Online forum (BBS or providing a link to a third party websites)	1.849	0.517
17. Staff directory search function	0.939	NA
18. Create or modify personal profile for customers	0.999	0.81
19. Links to other related businesses	1.756	1.166
20. Product warranty/legality	1.022	0.906
<b>Surrounding area information</b>		
21.Transportation	NA	0.99
22.Airport information	NA	0.95
23.Main attractions of the destination	2.324	0.908
24.General information about the destination	2.299	0.565
25.Weather report	2.102	0.876

The worst performed attributes are shown from Figures 5.59 to 5.63. Evidently, Hotel Le St-James provided comprehensive information and a host of additional

functions on its website, such as it shows major functions on front page (Figure 5.59), detailed hotel description (Figure 5.60), guest comments from a third-party website (Figure 5.62), and secured online payment system (Figure 5.63). However, due to its difficulty in information search and poor usability performance, this website received the lowest functionality score. Additionally, the unfilled function (Figure 5.61) may lower its scores.

**Figure 5.59 Worst Performed International Hotel Website in Terms of Functionality to Chinese Users (1)**

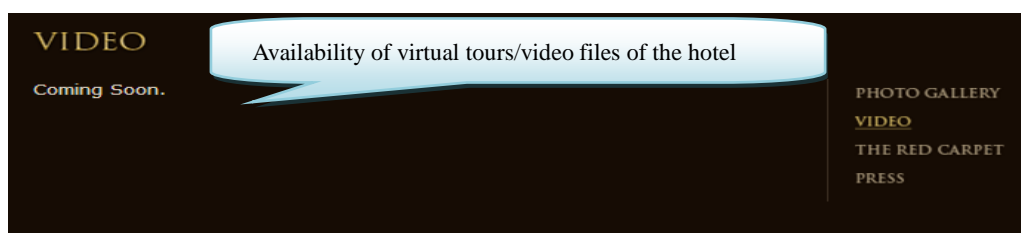




**Figure 5.60 Worst Performed International Hotel Website in Terms of Functionality to Chinese Users (2)**

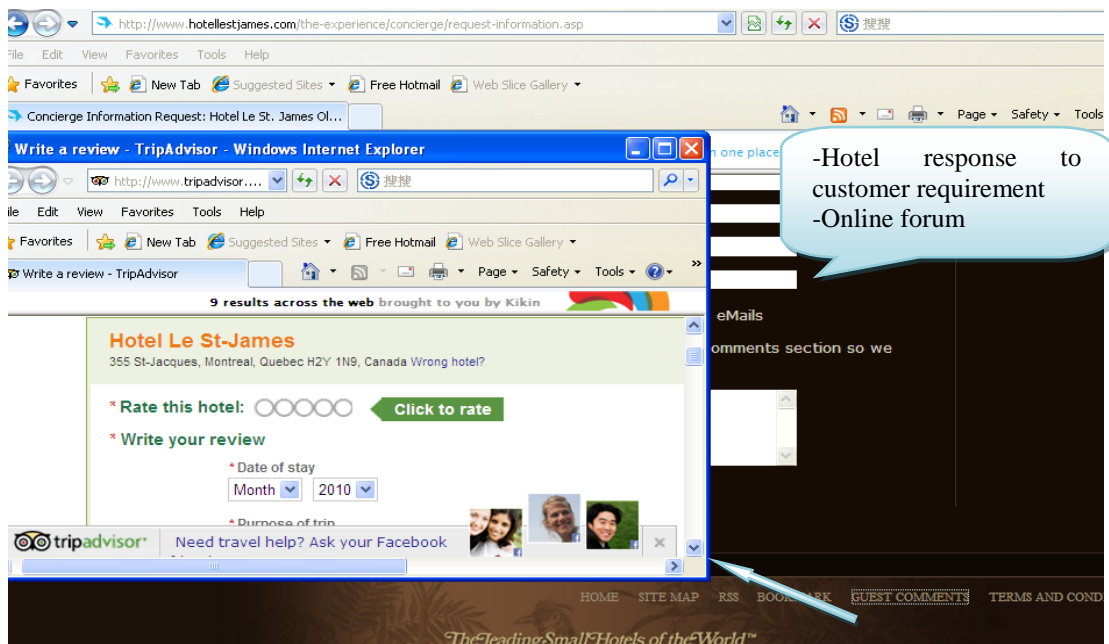


**Figure 5.61 Worst Performed International Hotel Website in Terms of Functionality to Chinese Users (3)**

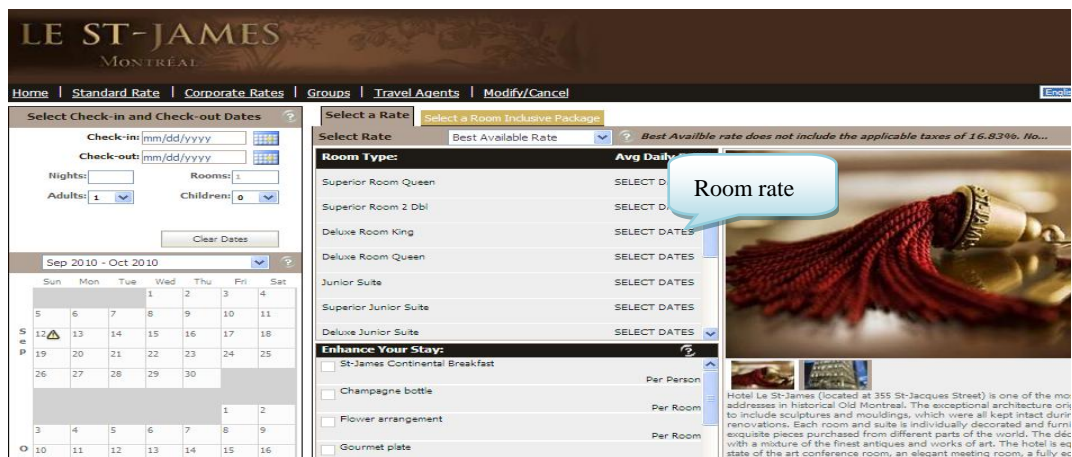




**Figure 5.62 Worst Performed of International Hotel Website to Chinese Users (4)**



**Figure 5.63 Worst Performed International Hotel Website in Terms of Functionality to Chinese Users (5-a)**



**Figure 5.63 Worst Performed International Hotel Website in Terms of Functionality to Chinese Users (5-b)**

**LE ST-JAMES**  
MONTRÉAL

Home | Standard Rate | Corporate Rates | Groups | Travel Agents | Modify/Cancel

**Reservation Summary:** [Make Changes](#) [?](#)

Best Available Rate [?](#)

Check-in: 09/02/2010  
Check-out: 09/03/2010  
Nights: 1  
Rooms: 1 Children: 0  
Adults: 1  
Room Type: Superior Room 2 Dbl  
Total Pre-tax: CAD 0.00  
Tax: CAD 0.00  
Subtotal: CAD 0.00

**Enhance Your Stay:** [?](#)

☐ St-James Continental Breakfast  
☐ Champagne bottle  
☐ Flower arrangement  
☐ Gourmet plate

Enhancement Subtotal: CAD 0.00  
Tax: CAD 0.00

**Guest Details:** [?](#) [Returning Guest](#)

**Your Details:**

First Name:   
Last Name:   
Email:   
Country: CANADA  
Address:   
City:  State:   
Postal Code:

**Guarantee Information:**

Name on Card:   
Card Number:   
Expires on: 08 2010  
Accepted Cards: AMERICAN EXPRESS

**Service Requests:** [?](#)

Swedish Massage:  Comments:

**Secured payment systems**

Secure Payment Click to Verify

#### 5.4.7.2 International Users' Perceptions of International Luxury Hotel Websites in Terms of Functionality

- According to international evaluators, the best hotel website in terms of functionality was Rittenhouse Hotel website. Twenty attributes obtained the highest scores, attributes such as “payment options” and “airport information” did not score highest. Additionally, the attribute “weather report” was missing. This hotel was ranked 11<sup>th</sup> by Chinese evaluators. Attributes such as “product warranty/legality” and “general information about the destination” received higher scores from Chinese evaluators (Table 5.28).

**Table 5.28 Functionality Performance of Rittenhouse Hotel Website**

<b>Functionality Performance of Rittenhouse Hotel Website</b>	<b>Scores of Each Attribute</b>	
	<b>II</b>	<b>CC</b>
<b>General information</b>		
1.Hotel descriptions (hotel introduction)	2.601	1.453
2. Hotel location (maps, traffic information about how to reach the hotel)	2.63	2.559
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.594	1.434
4. Promotion of products (special offers, frequent guest programs)	2.416	1.376
5. Availability of virtual tours/video files of the hotel	2.307	2.259
<b>Reservation information</b>		
6. Room rate	2.662	1.492
7. Room availability	2.644	1.326
8. View or cancel reservations	2.568	1.43
9. Check in and check-out time	NA	2.41
10. Price ranges of different products/services	2.504	1.403
11. Payment options	1.457	1.412
12. Secured payment systems	2.553	1.484
13. Worldwide reservations phone number	2.357	1.383
<b>Website management</b>		
14.Contact information (telephone number/e-mail address, contact person and fax number)	2.289	0.955
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	2.236	1.326
16. Online forum (BBS or providing a link to a third party websites)	1.849	NA
17. Staff directory search function	NA	0.48
18. Create or modify personal profile for customers	1.853	NA
19. Links to other related businesses	1.756	1.166
20. Product warranty/legality	1.881	2.31
<b>Surrounding area information</b>		
21.Transportation	2.389	1.418
22.Airport information	2.358	1.366
23.Main attractions of the destination	2.324	2.321
24.General information about the destination	2.299	2.313
25.Weather report	NA	NA

As shown in the following figures (Figures 5.64 to 5.68), this hotel website provided comprehensive hotel-related information and functions online. It shows hotel

rewards, descriptions, promotions and facility information on home page (Figure 5.64). Detailed destination information, hotel location information (Figure 5.65), and reservation information with secured online payment system (Figure 5.66). This website combined contact information with two functions: response to customer requirement and create consumer profile on one webpage (Figure 5.67), it saved consumers' time on searching such information.

**Figure 5.64 Best Performed International Hotel Website in Terms of Functionality to International Users (1)**

210 West Rittenhouse Square  
Philadelphia, PA 19103  
T. 800.635.1042 or 215.546.9000  
F. 215.732.3364

[Gift Certificates](#) | [Location & Destinations](#) | [History](#) | [Press Room](#) | [Contact Us](#)

Check in: 2010-09-02
Check out: 2010-09-03
Nights: 1
Guests: 1 person
SUBMIT

[RESERVATIONS](#) | [ACCOMMODATIONS](#) | [HOTEL PACKAGES](#) | [RITTENHOUSE VIDEO](#) | [FAMILY PROGRAM](#)

Hotel facilities (guest room, restaurants and meeting facilities)

Remarkable Rittenhouse Relief  
\$265 + tax includes \$100 Food & Beverage Voucher

Remarkable Rittenhouse Family Fun  
\$265 + tax includes \$100 Food & Beverage Voucher

Lowest Overnight Luxury Hotel Parking

The Leading Small Hotels of the World

Promotion of products (special offers, frequent guest programs)

[DINING](#) | [SPA/SALON/HEALTH CLUB](#) | [WEDDINGS](#) | [MEETINGS & BANQUETS](#) | [LACROIX](#) | [PHOTO GALLERY](#)

**Setting A Luxurious New Standard For Philadelphia Hotels...**

The Rittenhouse Hotel is the most prestigious Philadelphia Pennsylvania hotel address. Consistently recognized not only as the premier choice of five-diamond Philadelphia luxury hotels, The Rittenhouse is also ranked among the world's finest places to stay. Distinguished honors and accreditations earned by this Philadelphia luxury hotel include:

- AAA Five-Diamond Award** (1991 - 2010)  
Highest distinction for accommodations and service
- Travel & Leisure World's Best Awards** (2010)  
Rated #52 out of Top 100 hotels in The World  
Rated #10 Hotel in the Continental U.S.
- Hotel & Travel Index Superior Deluxe Award** (2010)  
HTI's highest and most coveted hotel classification
- Condé Nast Traveler Gold List** (2009)  
Best places to stay in the world  
Top 100 North American hotels
- Seven Stars & Stripes** (2009)  
6 stars & 5 stripes hotel & service
- Condé Nast Readers' Choice Awards** (2008)  
Top 50 North American hotels
- Financial Times**  
The city's best hotel
- Simply The Best**  
The 20 best hotels in the U.S.
- Southwest Airlines**  
In-flight magazine "Spirit" best hotel in Philadelphia
- Fido Friendly**  
Top 10 hotels in the U.S.

[Click here to review a full list of our awards and accolades](#)

Exquisite Location Of This Downtown Philadelphia Hotel...

Featuring all of the unique historic charm and residential ambience of Rittenhouse Square, our Philadelphia luxury hotel is convenient walking distance from major museums, cultural attractions, world-class shopping, and the business district. For corporate and leisure travel, The Rittenhouse provides the definitive Philadelphia hotel destination:

- Located in Center City's most prestigious downtown area
- Just 10 blocks from the Pennsylvania Convention Center
- Five minutes by taxi to Amtrak's 30th Street Station
- Only 8 miles from Philadelphia International Airport

Experience the luxury of five-diamond service and accommodations at the premier choice of Philadelphia Pennsylvania hotels. Discover the richness and splendor of one of the world's most highly acclaimed urban sanctuaries for yourself. Book your Philadelphia hotel reservations at The Rittenhouse [online](#) today for exceptional room rates.

BECOME A FAN OF THE RITTENHOUSE

Listen and learn about Upcoming Events!

[click here](#)

[Click here for more information](#)

Gift Certificates

Experience the luxury of five-diamond service and accommodations at the premier choice of hotels for Philadelphia vacations.

[click here](#)

E-MAIL SIGN UP

Take advantage of special offers before they are seen on this site.

[Privacy Policy](#)

Enter E-Mail Address:

SUBMIT

Links to other related businesses

Product warranty/legality

Hotel descriptions (hotel introduction)

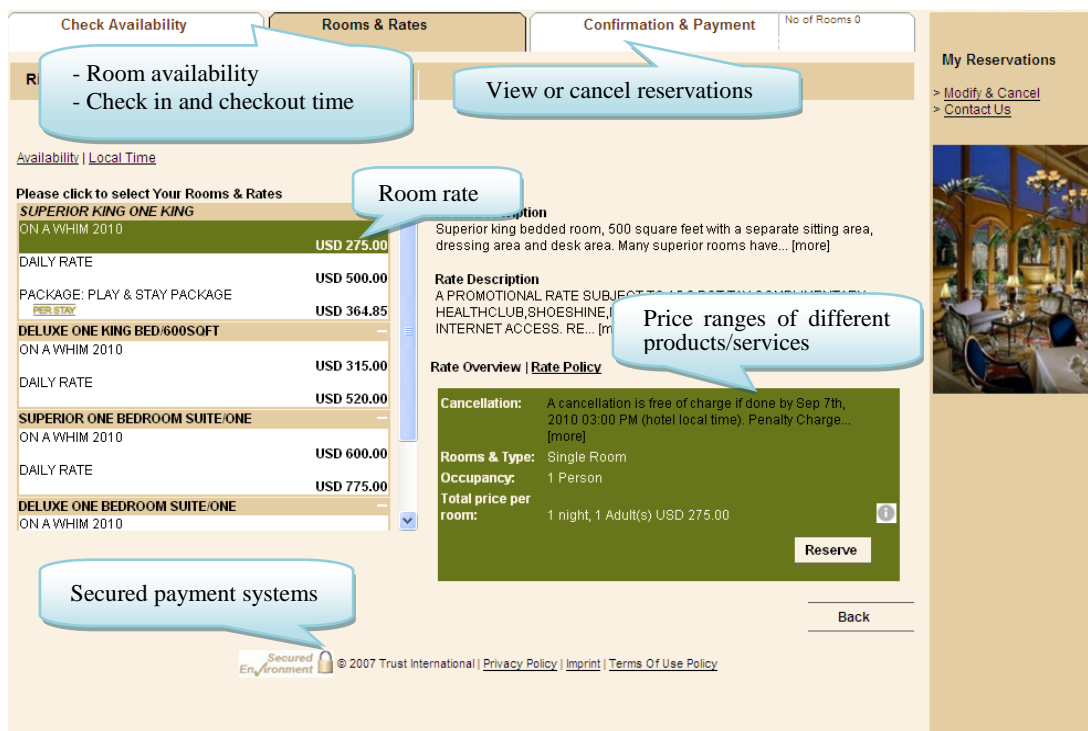
[Home](#) | [Reservations](#) | [Guest Rooms & Accommodations](#) | [Promotions & Packages](#) | [Dining](#) | [Photo Gallery](#) | [Spa/Salon/Health Club](#) | [Weddings](#) | [Meetings & Banquets](#) | [Lacroix at the Rittenhouse](#) | [Location & Destinations](#) | [History](#) | [Press Room](#) | [Contact Us](#) | [Employment](#) | [Privacy Policy](#)

210 West Rittenhouse Square, Philadelphia, PA 19103 | T. 800.635.1042 or 215.546.9000 | F. 215.732.3364  
©2010 The Rittenhouse. All rights reserved.  
[Hotel Internet Marketing](#) by TIG Global

**Figure 5.65 Best Performed International Hotel Website in Terms of Functionality to International Users (2)**



**Figure 5.66 Best Performed International Hotel Website in Terms of Functionality to International Users (3)**





**Figure 5.67 Best Performed International Hotel Website in Terms of Functionality to International Users (4)**

CONTACT US

The Rittenhouse  
210 West Rittenhouse Square  
Philadelphia, PA 19103  
T.800.635.1042 or 215.546.9000  
F.215.732.3364

-Contact information (telephone number/e-mail address, contact person and fax number)  
- Worldwide reservations phone number

Create or modify personal profile for customers

Please fill out the Form below and press the "Submit Request" button when you are done.

First Name: \*

Last Name: \*

Organization:

Address:

City, State:

Select a State

Zip/Postal Code:

Country:

UNITED STATES

Phone:

-

-

Ext

Fax:

-

-

Send Information to: \*

☐ E-Mail
 ☐ Phone
 ☐ Mail

Message Topic: \*

☐ Reservation Inquiry
 ☐ General Inquiry
 ☐ Wedding
 ☐ Corporate Group
 ☐ Social Banquet
 ☐ Other

Arrival Date:

Number of guests:

Number of guest rooms:

Number of nights per room:

Comments or Questions: \*

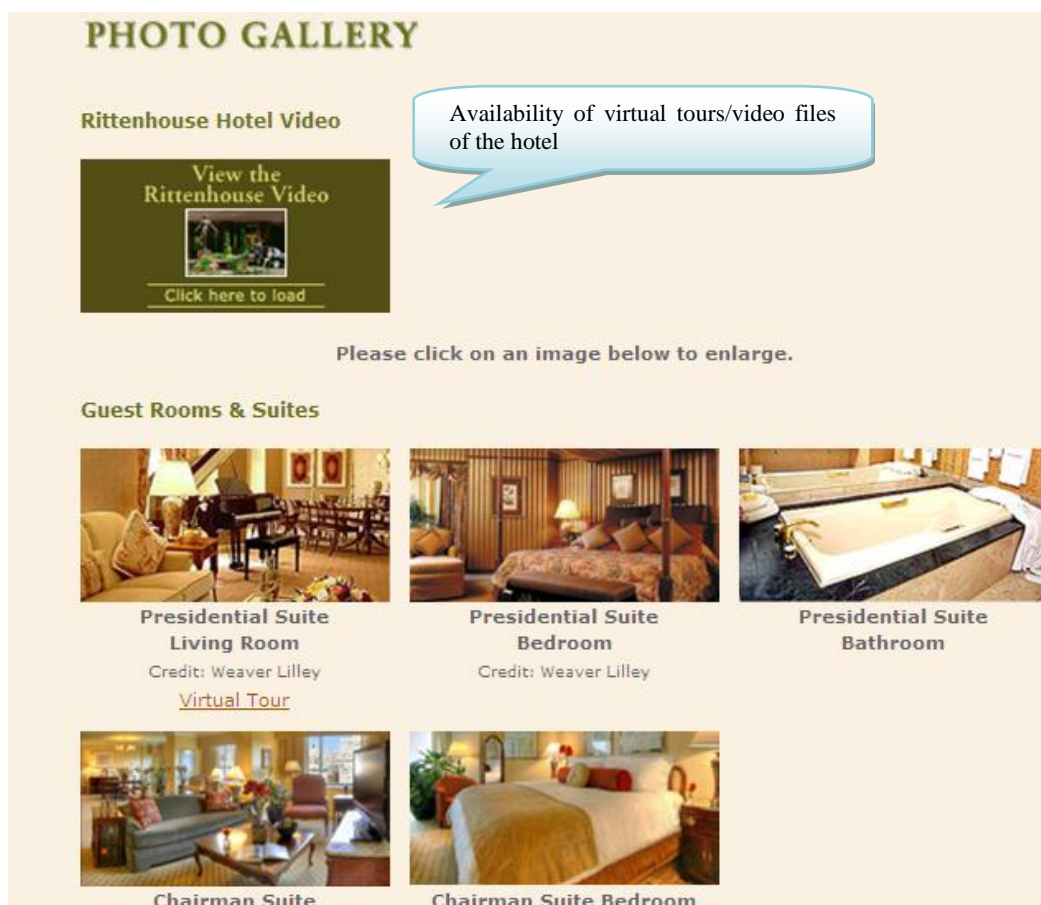
E-Mail:

Submit Request

\* Please fill out these fields

Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)

**Figure 5.68 Best Performed International Hotel Website in Terms of Functionality to International Users (5)**



- Although Schlössle Hotel was judged as the worst performed hotel website in terms of functionality and usability by international evaluators, only three attributes scored lowest in functionality performance. These were “room rate”, “hotel response to customer requirement”, and “product warranty/legality”. The attributes “online forum”, “staff directory search function”, and “weather report” were missing on this website. It was ranked 10<sup>th</sup> by Chinese evaluators. Furthermore, the attributes “hotel description (hotel introduction)”, “hotel location (maps, traffic information on how to reach the hotel)”, “hotel facilities (gust room, restaurants, and meeting facilities)”, and “price ranges of different products/services” received lower scores from Chinese evaluators, while “airport



information” received the same scores from Chinese and international users (Table 5.29).

**Table 5.29 Functionality Performance of Schlössle Hotel Website**

Functionality Performance of Schlössle Hotel Website	Scores of Each Attribute	
	II	CC
<b>General information</b>		
1.Hotel descriptions (hotel introduction)	1.538	1.015
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	1.052
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	1.434
4. Promotion of products (special offers, frequent guest programs)	1.39	2.407
5. Availability of virtual tours/video files of the hotel	0.917	2.259
<b>Reservation information</b>		
6. Room rate	0.754	1.492
7. Room availability	1.142	1.326
8. View or cancel reservations	1.077	2.463
9. Check in and check-out time	NA	NA
10. Price ranges of different products/services	1.465	0.978
11. Payment options	1.457	2.438
12. Secured payment systems	1.53	2.526
13. Worldwide reservations phone number	0.953	NA
<b>Website management</b>		
14.Contact information (telephone number/e-mail address, contact person and fax number)	0.908	1.372
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.544	2.337
16. Online forum (BBS or providing a link to a third party websites)	NA	NA
17. Staff directory search function	NA	NA
18. Create or modify personal profile for customers	0.999	2.118
19. Links to other related businesses	0.935	2.11
20. Product warranty/legality	0.429	2.31
<b>Surrounding area information</b>		
21.Transportation	0.601	0.99
22.Airport information	0.593	0.598
23.Main attractions of the destination	0.574	NA
24.General information about the destination	0.564	1.305
25.Weather report	NA	NA

The worst performed attributes are displayed from Figures 5.69 to 5.71. Due to its poor usability performance, consumers may have difficulties on finding the functions which are provided by this website.

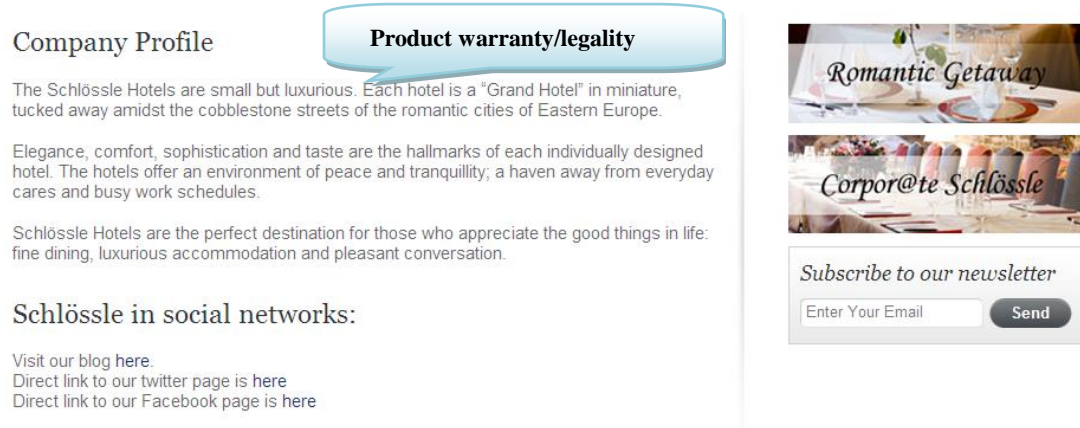
**Figure 5.69 Worst Performed International Hotel Website in Terms of Functionality to International Users (1)**

The screenshot shows the Schlössle Hotel Tallinn website. The header includes the hotel name and logo. The navigation bar has links: Home, Standard Rates, Corporate Rates, Groups, Travel Agents, and Modify/Cancel. The main content area is divided into two sections: 'Select Check-in and Check-out Dates' and 'Select Rate'. The 'Select Rate' section has a blue callout bubble labeled 'Room rate' pointing to it. The 'Select Rate' section lists room types and their corresponding rates: Superior Single room (from EUR 162.00), Superior Double room (from EUR 162.00), Deluxe Double Room (from EUR 189.00), Deluxe Twin Room (from EUR 189.00), Junior Suite (from EUR 307.00), Suite (from EUR 355.00), and Schlossle Suite (from EUR 683.00). The 'Enhance Your Stay' section lists optional services: One Way Transfer Service, Two Ways Transfer Service, Bottle of Sparkling Wine, and Bottle of Champagne, each with a 'Per Reservation' checkbox. The right side of the page features a large image of the hotel interior and a description of the hotel's amenities.

**Figure 5.70 Worst Performed International Hotel Website in Terms of Functionality to International Users (2)**

The screenshot shows the Schlössle Hotel contact form. The form is titled 'Contact Form' and includes fields for 'Full Name:\*' (with radio buttons for Mr. and Mrs.), 'Email:\*', 'Telephone:', and 'Your Request:' (a dropdown menu). Below these fields is a 'Message:\*' text area and a 'Submit' button. A blue callout bubble labeled 'Hotel response to customer requirement' points to the 'Your Request' dropdown menu. To the right of the form is the 'Contact Information' section, which includes the hotel's name, address, phone number, fax number, email address, and a 'Show on google map >' link. There is also a 'Chat with me' button.

**Figure 5.71 Worst Performed International Hotel Website in Terms of Functionality to International Users (3)**



In conclusion, Chinese users examined one hotel website as the worst functionality and usability performance. This website provides dark background with a clean front page, and its users have difficulties on exploring and searching for information. According to Chinese evaluators, this website did not provide clear navigation options and showed all major options on the homepage. It is extremely difficult to navigate this website, and its structure is difficult to understand as well. Users likewise encountered difficulty in understanding the content of this website, which employed words instead of a designed logo to present the hotel. From the functionality aspect, Chinese evaluators pointed out the hotel's lack of description, facility demonstration, and communication with customers. All these may be attributed to its poor usability performance. Interestingly, international evaluators rated this hotel Web site excellent in terms of usability performance.

International consumers identified the same hotel website as the worst website in terms of usability and functionality. They claimed the website is extremely difficult to navigate, and titles are difficult to understand. Additionally, though this hotel provided a link to other related websites, it did not install a function that allowed

users to return to the website easily. As demonstrated in examples, this hotel website provides comprehensive information with a host of useful functions. However, all functions were not displayed in a noticeable position on website.

#### **5.4.8 Discussion on the Performance of China-based and International Luxury Hotel Websites**

Sections 5.4.1 to 5.4.7 described the performance of China-based and international hotel websites. The findings indicated website performance from both Chinese and international user's perceptions. The following descriptions aim to summarize and discuss the users' different perceptions on hotel website performance.

- *The Major differences between best and worst China-based hotel websites*

The major difference between the best and worst performing usability websites among China-based luxury hotel websites is web structure. In other words, the best usability performing website provided more detailed and comprehensive information with a clear structure. In contrast, the structure of worst performing hotel website in terms of usability was difficult to understand, and the title description did not represent the content. These generated confusion and dissatisfaction among the users. This finding is supported by a number of website usability studies including Au Yeung and Law (2006) and Qi et al., (2007).

The findings further demonstrated that the best hotel website in terms of

functionality performed well on important attributes and had fewer missing functions. The worst performing hotel in terms of functionality did not perform well in terms of important attributes and it failed to provide enough functions.

Lastly, hoteliers should evaluate and design their websites based on the best and worst website performance examples and consider website usability and functionality together as website usefulness to provide good online service. A good website should perform well in terms of both usability and functionality (Law, 2007; Qi, Law & Buhalis, 2009). Otherwise, consumers will miss the important functions as a result of poor usability performance.

- *Different preferences between Chinese and international users*

In general, Chinese and international consumers exhibited different perceptions in evaluating performance of hotel websites. Hoteliers should cater for their Chinese and international consumers separately.

Different preferences between Chinese and international evaluators were observed on the best performing China-based luxury hotel website. Qi et al. (2010) stated that Chinese and international consumers have different views on website usefulness. In this study, Chinese evaluators stated the same China-based hotel website with the

best functionality and usability; while international users expressed an entirely different perception of another China-based hotel website.

Findings pointed out that best functionality and usability performing website as a model to hotel website designers, Chinese users may be attracted by this kind of website design. However, this type of web design may only attract Chinese users. To attract international users' attention, website designers need to adopt the design of the perceived best performing usability and functionality website. Findings of this study indicated similar perceptions in terms of the worst performing hotel website. Chinese and international evaluators were confused and dissatisfied with unclear structure, meaningless content titles, and functions with empty content.

#### **5.4.9 Average Score of Each Attribute**

This section presents the overall score of usefulness attributes. It compares the performance of Chinese and international luxury hotel websites from the perspective of Chinese and international users. Detailed explanations on functionality and usability aspects are provided by the following subsections.

#### 5.4.9.1 Scores of Functionality Attributes

Table 5.30 presents the average scores of functionality attributes of Chinese and international luxury hotel websites. Firstly, international evaluators provided lower scores compared with Chinese evaluators for China-based hotel websites. In contrast, international luxury hotels received higher scores from both international and Chinese evaluators. This implies that international hotel websites exhibited better performance compared with their Chinese counterparts. CI and IC provided higher scores to functionality attributes compared with II and CC. This is because Chinese evaluators provided higher scores and Chinese users perceived that the attributes' importance was higher. This reveals that though the Chinese evaluators provided a high importance score to functionality attributes, they maintained lower requirements on website performance compared to international consumers.

To Chinese consumers, the best performed attribute in China-based hotel websites was "room rate". However, "hotel description" emerged as the best attribute among international users. The worst attribute was "staff directory search function" to both international and Chinese consumers. Chinese consumers and international consumers had different views on the attribute "contact information"; Chinese consumers gave this attribute a relatively higher score compared with international consumers. For international luxury hotels, Chinese and international evaluators

provided higher scores to most attributes. Both groups of evaluators provided the highest score to the attribute “room rate”. Chinese evaluators provided the lowest score to “online forum”, while international users granted the lowest score to “staff directory search function”. International luxury hotel websites had better functionality performance compared with their Chinese counterparts.



**Table 5.30 Average Score of Functionality Attributes**

Website Functionality Attribute	Chinese Hotels' Average Performance				International Hotels' Average Performance			
	CC	II	CI	IC	CC	II	CI	IC
<b>General Information</b>								
1. Hotel description (hotel introduction)	1.421	1.335	1.267	1.5	1.657	1.548	1.421	1.741
2. Hotel location (maps, traffic information on how to reach the hotel)	1.066	0.903	0.881	1.202	1.764	1.613	1.623	1.836
3. Hotel facilities (guest rooms, restaurants, and meeting facilities)	1.426	1.406	1.324	1.527	1.904	1.862	1.748	2.006
4. Promotion of products (special offers, frequent guest programs)	0.603	0.614	0.91	1.016	1.254	1.26	1.406	1.508
5. Availability of virtual tours/video files of the hotel	0.367	0.456	1.007	1.049	1.091	1.147	1.53	1.457
<b>Reservation Information</b>								
6. Room rate	1.532	1.136	1.294	1.77	1.928	1.869	1.869	2.063
7. Room availability	0.941	0.925	0.937	1.682	1.592	1.607	1.448	1.873
8. View or cancel reservations	0.932	0.9	1.19	1.248	1.711	1.356	1.524	1.995
9. Check-in and check-out time	0.764	0.617	1.161	1.4	0.839	0.707	1.316	1.585
10. Price range of different products/services	1.057	0.744	1.11	1.501	1.668	1.266	1.365	1.788
11. Payment options	0.861	0.764	1.101	1.478	1.478	1.276	1.648	1.57
12. Secured payment systems	0.581	0.609	1.179	1.779	1.547	1.404	1.636	1.884
13. Worldwide reservations phone number	0.872	0.718	1.149	1.431	1.109	1.24	1.483	1.691
<b>Website Management</b>								
14. Contact information (telephone number/e-mail address, contact person, and fax number)	1.444	0.97	1.141	1.424	1.708	1.488	1.593	1.629
15. Hotel response to customer requirement (online one-to-one service, call back function, or online feedback form)	0.641	0.455	1.028	1.142	0.939	1.019	1.245	1.203
16. Online forum (BBS or providing a link to a third-party website)	0.13	0.247	1.225	0.798	0.382	0.648	1.331	0.987
17. Staff directory search function	0.04	0.042	0.777	0.323	0.458	0.373	1.374	1.087
18. Create or modify personal profile for customers	0.899	0.537	1.117	1.16	0.877	0.731	1.32	1.058
19. Links to other related businesses	0.351	0.307	0.881	0.847	0.884	0.717	1.175	1.063
20. Product warranty/legality	0.435	0.369	1.178	0.928	1.228	0.973	1.394	1.266
<b>Surrounding Area Information</b>								
21. Transportation	0.7	0.483	1.002	1.068	1.635	0.959	1.302	1.695
22. Airport information	0.451	0.332	0.837	1.031	1.419	0.981	1.153	1.672
23. Main attractions of the destination	0.33	0.634	0.994	1.107	1.037	1.257	1.406	1.468
24. General information on the destination	0.496	0.47	0.786	0.988	1.236	1.071	1.212	1.315
25. Weather report	0.339	0.289	1.288	1.571	0.495	0.404	1.408	1.289
<b>Overall Score</b>	<b>18.7</b>	<b>16.3</b>	<b>26.8</b>	<b>31</b>	<b>31.8</b>	<b>28.8</b>	<b>35.9</b>	<b>38.7</b>

#### 5.4.9.2 Scores of Usability Attributes

Table 5.31 summarized the performance of Chinese and international luxury hotel websites in terms of usability. Compared with functionality performance, the overall score of China-based luxury hotels was higher. Although usability performance of international hotel websites received a lower score than functionality performance, international luxury hotel websites exhibited better performance than their Chinese counterparts in terms of overall scores.

For China-based luxury hotel websites, both international and Chinese evaluators believed that the attribute “enable access to the homepage from any other page on the website” performed best. While the attribute “inform users of long downloading time” received the lowest score from Chinese evaluators, “Show all the major options on the homepage” received the highest score from international users.

For international luxury hotel websites, both international and Chinese consumers gave the lowest scores to the attribute “design an internal search engine”. “Show all major options on the homepage” received the highest score from Chinese evaluators while “text understandability” received the highest score from international consumers.

In general, the performance of international luxury hotel websites was better than that of China-based luxury hotel websites.

**Table 5.31 Average Score of Usability Attributes**

Website Usability Attribute	Chinese Hotels' Average Performance				International Hotels' Average Performance			
	CC	II	CI	IC	CC	II	CI	IC
<b>Navigation</b>								
3. Provide navigation options/navigation system	1.206	1.169	1.149	1.369	1.534	1.145	1.157	1.72
4. Show all major options on the homepage	1.28	1.235	1.136	1.482	1.583	1.568	1.408	1.75
5. Enable access to the homepage from any other page on the website	1.448	1.174	1.11	1.652	1.566	1.615	1.463	1.771
6. Design an internal search engine	0.072	0.115	0.552	1.12	0.247	0.212	1.278	1.564
<b>Website friendliness (Ease of Use)</b>								
9. Website learnability (easy to learn how to use the website)	1.341	1.272	1.25	1.548	1.362	1.536	1.53	1.562
10. Eliminate horizontal and vertical scrolling	1.049	0.887	0.935	1.022	1.14	1.232	1.274	1.112
11. Utility of internal link	1.143	1.005	1.036	1.21	1.409	1.363	1.334	1.44
12. Download and print function	0.202	0.163	1.732	1.327	0.856	0.551	1.116	1.691
13. Inform users of long downloading time	0.18	0.113	0.789	1.487	0.554	0.629	1.353	1.57
14. Utility of the transaction function	0.651	0.607	1.08	1.358	1.34	0.84	1.178	1.547
15. Website information credibility (updated/accurate information)	0.938	0.6	0.981	1.188	1.545	1.256	1.611	1.783
<b>Language</b>								
16. Multiple language versions of website	1.252	1.175	1.184	1.248	1.091	0.91	1.127	1.461
17. Text understandability	1.078	1.048	1.028	1.144	1.577	1.637	1.556	1.659
18. Spelling and grammatical errors	0.929	0.965	0.881	1.015	1.681	1.606	1.498	1.792
19. Use common words instead of Internet jargon/popular buzzwords	1.138	1.16	1.095	1.198	1.587	1.616	1.548	1.657
<b>Overall Layout and Appearance</b>								
20. Structure is easy to understand	1.26	1.17	1.043	1.394	1.369	1.516	1.363	1.508
21. Logo of website is unique	1.014	0.841	0.818	1.057	1.143	1.151	1.249	1.234
22. Use meaningful link labels for linking to related content	1.049	0.982	0.94	1.106	1.403	1.215	1.131	1.474
23. Present text clearly with high-contrast background	1.264	1.044	0.974	1.348	1.434	1.62	1.51	1.527
24. Font size of text	1.035	1.019	0.897	1.118	1.139	1.352	1.255	1.229
25. Provide descriptive page titles/labels/headings	1.057	1.034	0.931	1.172	1.287	1.48	1.33	1.422
26. Provide meaningful information in multimedia	0.987	0.867	0.926	1.123	1.391	1.293	1.217	1.522
<b>Overall Score</b>	<b>21.6</b>	<b>19.6</b>	<b>22.47</b>	<b>27.69</b>	<b>28.2</b>	<b>27.3</b>	<b>29.5</b>	<b>34</b>

#### 5.4.10 Comparison between Chinese and International Users' Perceptions of China-based Luxury Hotel Website Performance

Table 5.32 shows China's luxury hotel website performance based on three aspects. In general, Chinese evaluators provided higher scores than international evaluators, and usability had better performance than functionality. As discussed in Section 5.4.4, 22 functions were missing in different China-based luxury hotels, including the top important attributes. They merely provided basic information such as the following: "hotel description (hotel introduction)", "hotel location (maps, traffic information on how to reach the hotel)", "hotel facilities (guest rooms, restaurants, and meeting facilities)" and "contact information (telephone number/e-mail address, contact person, and fax number)". This indicates that China-based hotel websites are too simple to fulfill the consumers' requirements. According to findings of group discussion, a well-designed hotel website provides consumers with a good impression. To understand consumers' needs better, China's luxury hotels should focus on improving website functionality.

**Table 5.32 China-based Luxury Hotel Website Performance**

Aspects	From Chinese Evaluators	From International Evaluators
China-based Luxury Hotel Website Functionality Score	18.7	16.3
China-based Luxury Hotel Website Usability Score	21.6	19.6
China-based Luxury Hotel Website Overall Score	40.3	35.9

#### **5.4.11 Comparison of Chinese and International Users' Perceptions of International Luxury Hotel Website Performance**

The performance of international luxury hotel websites is presented in Table 5.33. Functionality received higher scores compared to usability. Chinese evaluators gave higher scores to international luxury hotel websites. Only few usability and functionality attributes were not provided for the websites, such as the following: “inform users about long downloading time”, “design an internal search engine”, “download and print function”, “weather report”, “staff directory search function”, and “check-in and check-out time”. These missing attributes are not perceived as important. Thus, hoteliers may consider adding these attributes to develop the most ideal websites.

**Table 5.33 International Luxury Hotel Website Performance**

<b>Aspects</b>	<b>From Chinese Evaluators</b>	<b>From International Evaluators</b>
<b>International Luxury Hotel Website Functionality Score</b>	31.8	28.8
<b>International Luxury Hotel Website Usability Score</b>	28.2	27.3
<b>International Luxury Hotel Website Overall Score</b>	60	56.1

In conclusion, international luxury hotel websites exhibited better performance than their Chinese counterparts. From the functionality aspect, a majority of China-based luxury hotel websites only provided basic functions compared to their international counterparts. Additionally, international hotel websites exhibited better usability performance than China-based hotel websites. To attract both international and Chinese consumers, hoteliers may consider using the examples listed in Sections 5.4.3 and 5.4.4 to assist their website evaluation and design.

#### **5.4.12 The Merits of this Research Compare with Other Website Evaluation Approaches in Tourism and Hospitality**

This section aims to discuss the advantages of this research by comparing it with other website evaluation studies. It discusses the scarcity of other evaluations approaches and how the scarcity of other studies can be enhanced by this research.

- *Limitations of other evaluation approaches*

Law et al. (2010) recommended that in the tourism industry, website evaluation approaches can be categorized into five evaluation groups: counting, automated, numerical computation, user judgment and combined methods. These evaluation approaches have their limitations which can be briefly summarized in the following sections.

As discussed in Section 2.3.2.2, a counting method is used to determine the richness of website content by counting the existence of web features according to a prepared checklist. An automated approach is useful for testing the technical performance of certain features of a website (Law et al., 2010). Though many studies adopted these methods, they have the limitations of user involvement and providing website overall performance.

Firstly, the counting and automated methods exclude user involvement. For example, Law and Leung (2002) analyzed the content of Asian and North American travel websites. Empirical findings indicated that Asian sites provided less features than their North American counterparts. Additionally, Chan and Law (2006) as well as Qi, Leung, Law, and Buhalis (2008) adopted different online evaluation systems to evaluate the download speed and image quality of Hong Kong hotel websites. Secondly, these methods can only identify the existence of certain website features, but the performance and importance of these features cannot be perceived. For example, Blum and Fallon (2002) assessed 53 Welsh visitor attraction websites using a checklist which includes six main factors: product, price, promotion, place, customer relations, and technical aspects. All of these features were counted for website analysis.

This research tackled the two limitations by investigating website usefulness performance and inviting consumers to identify web usefulness attribute importance and evaluate website performance. Additionally, the attributes that the evaluators were unable to find on a website were provided in findings.

A user judgment method perceives consumers perception on the importance of website features and performance. The importance of evaluation attributes has a relation with a website's actual performance, in which an important attribute should perform well otherwise consumers may be disappointed and leave (Au Yeung & Law, 2006). However, the user judgment method has limitations on integrating evaluation results with user perceptions. For example, Perdue (2001) presented a

conceptual model for evaluating North American ski resort websites, the findings showed website performance and correlations of personal experience and website ratings measures. The result of website performance has no relation with consumers' perceptions. Additionally, Zafiropoulos and Vrana (2006) as well as Jeong and Lambert (2001) used perceived consumers' perceptions to develop new website evaluation frameworks. This study solved this problem by integrating consumers' perceptions with website evaluation result to produce the overall website performance.

Numerical computation methods adopt scientific calculation methods to produce evaluation results. Additionally, the combined methods integrate the advantages of other evaluation methods together and are used as a new method on website evaluation. Therefore, Law et al. (2010) recommended that website evaluation studies may consider employing the numerical computation and combined methods. Previous studies have limitations on using these methods. For example, a number of studies combined counting and automated methods to evaluate specific attribute (Schegg, Steiner, Frey & Murphy, 2002; So & Morrison, 2004; Douglas & Mills, 2004; Kline, Morrison, & John, 2004). However, these studies have limitations on providing consumers' perceptions and website overall performance. The studies adopted numerical computation methods have limitations on showing website overall performance and practice on real evaluation. For example, Huang and Law (2003) and Au Yeung and Law (2006) evaluated hotel website functionality and usability respectively. Law (2005, 2007) proposed two approaches that used different fuzzy mathematical models for the evaluation of travel and hotel websites. To deal with these limitations, this research modified a fuzzy model and applied it to assist



the website evaluation process. Website usefulness performance was integrated by perceived consumers' perceptions and website evaluation results.

- *Comparison with other approaches*

A few studies attempted to compare and contrast consumers' online perceptions from different regions. For instance, Law, Bai, and Leung (2009) compared U.S. and China online consumers' perceptions on website functionality, usability and web service quality. Kim, Williams, and Lee (2003) observed the difference of the online shopping attitude between U.S. and Korean consumers. Qi et al. (2010) perceived Chinese and international online consumers perceptions on website usefulness. However, these studies had limitations on reflecting consumers' perceptions on website performance and further comparing user perceptions according to the evaluation results.

Though there are a number of studies that attempted to adopt fuzzy models for website evaluation, these studies focused on methodology development but not on presenting consumers' online attitudes and website performance. For example, Sun and Lin (2009) used a fuzzy TOPSIS method to evaluate shopping websites. The findings indicated security and trust were very important to shopping websites.

The merits of this study can be summarized by its comprehensive findings which indicated the perceived importance of website usefulness attributes (Section 5.3). The website usefulness performance integrated consumers' perception into evaluation results (Section 5.4). Additionally, the best and worst performed hotel websites were displayed to identify the consumers' perceptions.

## **5.5 Chapter Summary**

Chapter 5 presents research findings based on four aspects: perceptions of Chinese and international online travelers on hotel websites, the importance of usefulness attributes to Chinese and international consumers, hotel website performance, and difference in performance between Chinese and international luxury hotel websites. Research findings indicated that China-based luxury hotel websites have worse usefulness performance than international hotel websites. Additionally, this study illustrated the best and worst examples in terms of performance. These findings revealed that a website should perform well in both functionality and usability aspects, which cannot be treated separately. The next chapter will discuss the implications and conclusion of this study.

## **CHAPTER6. CONCLUSION AND IMPLICATIONS**

### **6.1 Chapter Introduction**

This chapter presents the conclusions of the study. The first part of the chapter provides a general overview of the study and is followed by an outline of the research objectives achieved. The latter part of the chapter outlines a number of study limitations and makes recommendations for future research.

### **6.2 Study Overview**

The research gap in the literature is examined and the use of hotel website evaluation models is reviewed to provide a framework for explaining its contributions and limitations. A novel direction for future website evaluations is proposed, i.e., to develop an integrated approach that incorporates algorithms and theories from different disciplines into the evaluation process. A scientific approach that integrates usefulness measurements with fuzzy set based algorithms is also discussed.

This research approach was designed to address the research problems. An integrated approach was adopted and a qualitative method employed to make new findings from a sample of Chinese online travelers and assess the usefulness performance of websites. The modified fuzzy model employed in the study is explained in some

detail.

This study has achieved all the research objectives listed in the introduction chapter. First, participants in focus group discussions discussed their hotel website needs and reviewed the final usability and functionality lists. The findings made from the group discussions indicate that most Chinese and international online consumers search for hotel information on the Internet. Multimedia information appears to be more important among Chinese consumers. In contrast, the website ease of use is deemed more important by international consumers.

Five new attributes were generated through the focus group discussions: the “staff directory search function”, the “hotel response to customer requirement (online one-to-one service, call back function, or online feedback form)”, “multiple language versions of the website”, an “online forum (BBS or providing a link to a third-party website)”, and a “unique website logo”. A new website usefulness evaluation list that includes functionality and usability attributes was produced and the applicability of the new evaluation list was tested by both international and Chinese consumers.

The importance of the listed usefulness attributes was assessed by both Chinese and international consumers. The results reveal that Chinese and international users have similar perceptions of website functionality importance. The most important attribute is “reservation information”. In particular, “hotel location”, “room rate”, “secure payment system”, “hotel description”, and “hotel facilities” were considered highly important by both international and China-based luxury hotel consumers. For usability, both international and Chinese consumers indicated that “website access

speed”, “information credibility”, and “website learnability” were the most important among all usability attributes. Different perspectives were observed between these two groups of consumers. International consumers care more about how to explore a website, while Chinese consumers consider website accessibility and ease of use were more important attributes. Hoteliers should therefore treat these two groups of consumers separately in designing websites.

In addition, 30 Chinese and 30 international luxury hotel websites were evaluated by both Chinese and international evaluators. A modified fuzzy TOPSIS method was employed to combine consumer perception findings and website evaluation results. The empirical findings demonstrated that international luxury hotel websites yield better performance in respect of both functionality and usability. China-based luxury hotel websites merely provide basic functions and offer relatively low levels of usability performance. The best and worst performing hotel websites are employed as examples in Subsection 5.4 to help hoteliers improve and evaluate their websites.

The preferences of Chinese and international consumers’ online requirements were also identified. The findings revealed that Chinese consumers prefer to seek detailed information online. International consumers, on the other hand, tend to explore the website. Thus, hoteliers should provide related information on the front page of the Chinese version of their website to help Chinese consumers gather information in the preferred manner. Ease of use and the utility of internal links are, however, deemed more important by international users.

## 6.3 Implications

An integrated approach was adopted to investigate perceptions of the usefulness of luxury hotel websites among international and Chinese users. A new website usefulness evaluation framework was produced to evaluate Chinese and international luxury hotel websites, respectively. The study makes a number of theoretical and practical contributions to the literature as discussed in the following subsections.

### 6.3.1 Theoretical Contributions

Despite the wealth of published articles related to website evaluation, the literature does not include published articles investigating website usefulness by using an evaluation framework that captures both international and Chinese consumers' perceptions. Hence, the new website usefulness evaluation framework proposed in this study represents a novel tool that can be applied in both Chinese and international contexts. The new fuzzy hierarchical TOPSIS model established enables researchers to produce scientific and accurate evaluation results.

The study makes the three following theoretical contributions to the literature:

- *A newly developed evaluation approach*

The new evaluation approach developed in this study incorporates quantitative and qualitative methods and employs scientific algorithms that integrate website usefulness attributes with a website evaluation protocol. This approach can be adopted in similar studies measuring website performance, service quality and even

employee performance. In other words, this approach can be adopted for different measures to identify the performance of different objects.

- *A comprehensive website usefulness evaluation list*

In Chapter 2, website evaluation-related studies are grouped into two categories: i) those that adopt theoretical approaches; and ii) empirical evaluations. However, no standard website usefulness evaluation framework exists for hotel website evaluation. Furthermore, along with the rapid development of Chinese tourism, the online travel market has attracted attention from academia. This study integrates qualitative and quantitative methods to investigate international and Chinese consumers' perceptions and establish a new website evaluation framework that can be used in both international and Chinese contexts. This research result adds a novel website evaluation measurement tool to the literature on website usefulness performance.

- *A modified fuzzy hierarchical TOPSIS model*

A newly established fuzzy hierarchical TOPSIS model designed for this study was employed to compute the final evaluation results. Fuzzy TOPSIS models are widely employed to solve multiple decision-making problems in a fuzzy environment. This study integrates two different approaches to bring together hierarchically weighted attributes and website evaluation results. The result is a hierarchical list of weighted website usefulness attributes and a hierarchical evaluation result that reflects the hotel website performance of the best and worst websites. The final results are all expressed as crisp values that are easy to understand.

### 6.3.2 Practical Contributions

Hotel website owners should endeavor to achieve better website usefulness performance to remain competitive and attract more customers. This study investigated differences between Chinese and international users in terms of their perceptions of hotel website usefulness, a construct that comprises usability and functionality. The research findings indicate the usefulness performance of China-based and international hotel websites. The following sections describe the practical contributions this study makes in detail.

- *Chinese and international users' perceptions of website usefulness*

The new website usefulness evaluation framework proposed here will help practitioners to identify consumer requirements from both Chinese and international perspectives. According to the findings of this study, these two groups of users hold different perspectives on hotel website usefulness. Chinese consumers sought detailed hotel information with multimedia content. They cared more about information on hotel facilities and location rather than online reservation details. This may be attributed to the fact that online tourism is still at an early stage of development in China. Chinese consumers have not fully developed trust in the online system. In contrast, international consumers paid greater attention to website structure and ease of use. Further, they stated that the best websites in terms of appearance feature a simple and clear web structure. Therefore, hoteliers should treat these two groups of consumers separately to fulfil their varying requirements.



- *Website usefulness performance of China-based and international hotels*

The new framework can likewise serve as an guide for assessing hotel websites and determining their strengths and weaknesses from the perspectives of Chinese and international consumers. The evaluation results indicated that website functionality and usability affect each other and cannot be treated separately. Many low scoring hotel websites provided a comprehensive range of content, but exhibited extremely poor usability performance. The evaluators were thus unable to find the required information easily. Therefore, not only should content be comprehensive, but ease of use should also be treated as a very important aspect. The best and worst performing Chinese and international luxury hotel websites are presented as examples that can assist hoteliers during their website design and improvement processes. More importantly, with the increasing development of Chinese tourism, it is critical to develop a better understanding of the needs of Chinese consumers. However, no international hotel website has provided a Chinese version to serve Chinese consumers. The best and worst website examples could be further applied as models for hotels to produce Chinese versions of their websites. In addition, though all China-based luxury hotel websites provide an English version to cater to international customers, the quality of these web pages is not high. The findings of this study can thus help hotels improve the structure and language of their websites.

## **6.4 Limitations and Suggestions for Future Research**

This study investigated the perceptions of Chinese and international users on hotel website usefulness. The research findings demonstrate the differences between these

two groups of users in terms of online search behaviour and the importance they place on functionality and usability attributes. Usefulness attributes were collected from literature published from 1996 to July 2009. More updated references can be included in future studies. Furthermore, the validity of the new usefulness framework proposed in this study was confirmed by focus group discussions. It is recommended that future studies repeat the research undertaken here by collecting updated information with a modified fuzzy factor analysis model. Another limitation of this study is that focus group discussion data were not collected from actual luxury hotel guests. Thus, the results derived from the focus group discussions may differ from those based on discussions with actual luxury hotel guests. Future studies could repeat this study with consumers who have stayed in luxury hotels.

Valid questionnaires were received from a total of 256 Chinese and 253 international respondents to determine the importance of each usefulness attribute. However, there was a regional imbalance among the 253 international respondents, with more than half of them being U.S. residents. This may limit the generalizability of the study results, as U.S. respondents may have held different views than those from other regions.

The major constraint of this study is the limited number of evaluators from a narrow range of geographical regions. Future studies should increase both the number of website evaluators and the number of geographic regions they represent, and should reduce the number of websites assessed in each group to allow more time for evaluation. Moreover, four website usability attributes were dropped because their

objective nature could not be tested. Future studies could add a normalization step to the fuzzy TOPSIS model to include performance measures for these attributes.

A final recommendation is that the novel website evaluation approach employed to assess luxury hotel websites in this study be adopted in future studies to assess the usefulness performance of websites in other business sectors.

## Appendix A: Questionnaire of Pilot Study



### A study of luxury hotel websites

#### Section One

**1. Do you have personal blogs or social networks** (e.g. MySpace, Facebook)

[Yes/No] \_\_\_\_\_

If yes, please answer question 2. If no, then please go to the question 3

**2. Could you please describe the content of your personal website/blogs/social network?** Please check all applicable ones:

- 1) Diary style (record everything in ones daily life including travel experience) ☐  
2) Travel blog ☐ 3) News record ☐ 4) others ☐ Please specify. \_\_\_\_\_

**3. Numbers of years using the Internet**

- 1) Less than 1 year ☐ 2) 1-3 years ☐ 3) More than 3 years x

**4. Number of hours per week using the Internet**

- 1) Less than 5 hours ☐ 2) 5 to 10 hours ☐ 3) 11 to 20 hours ☐  
4) 21 to 30 hours ☐ 5) More than 30 hours ☐

**5. Do you look for travel information online? [Yes/No]**

*If no*, please indicate what kind of channels that you usually search for tourism information? \_\_\_\_\_ (And please go to question 6.)

*If yes*, please indicate what kind of tourism websites that you have used? (Please check all applicable ones)

Travel agency ☐ Hotel ☐ Destination website ☐ Airline ☐  
Others ☐ please indicate \_\_\_\_\_

**6. What kind of information do you expect to receive from a hotel website?**  
**What kind of features or you think that the website should provide?**

## Section Two: Importance of hotel website functionality and usability:

**Functionality attributes.** How important are the following factors on luxury hotel websites? Please rate the following statements by using the five linguistic scales. [VI]–Very important, [I] –Important, [A] –Average, [U]–Unimportant, [VU]–Very Unimportant

Hotel website Functionality Attributes	Importance					
Reservation Information						
1. Room rate	VI	I	A	U	VU	N/A
2. Availability check	VI	I	A	U	VU	N/A
3. Online reservation system	VI	I	A	U	VU	N/A
4. Price ranges of different products/services	VI	I	A	U	VU	N/A
5. Online booking confirmation	VI	I	A	U	VU	N/A
6. Security payment systems	VI	I	A	U	VU	N/A
7. View or cancel reservations	VI	I	A	U	VU	N/A
8. Reservation policies	VI	I	A	U	VU	N/A
9. Check in and check-out time	VI	I	A	U	VU	N/A
10. Worldwide reservations phone number	VI	I	A	U	VU	N/A
11. Payment options	VI	I	A	U	VU	N/A
12. Special request forms	VI	I	A	U	VU	N/A
Facility information						
13. Availability of virtual tours/video files of	VI	I	A	U	VU	N/A
14. Promotion of products ( e.g. Special offers)	VI	I	A	U	VU	N/A
15. Multimedia presented with text	VI	I	A	U	VU	N/A
16. Hotel location maps	VI	I	A	U	VU	N/A
17. Hotel facilities	VI	I	A	U	VU	N/A
18. Guest room facilities	VI	I	A	U	VU	N/A
19. Hotel descriptions	VI	I	A	U	VU	N/A
20. Hotel promotions	VI	I	A	U	VU	N/A
21. Restaurants	VI	I	A	U	VU	N/A
22. Frequent guest programs	VI	I	A	U	VU	N/A
23. Meeting facilities	VI	I	A	U	VU	N/A
24. Employment opportunities	VI	I	A	U	VU	N/A
Contact Information						
25. Telephone number	VI	I	A	U	VU	N/A
26. Address	VI	I	A	U	VU	N/A
27. Email address	VI	I	A	U	VU	N/A
28. Contact person	VI	I	A	U	VU	N/A
29. Fax number	VI	I	A	U	VU	N/A
30. Frequently asked questions	VI	I	A	U	VU	N/A
Website Management						
31. Feedback form	VI	I	A	U	VU	N/A
32. Online forum	VI	I	A	U	VU	N/A
33. Information credibility	VI	I	A	U	VU	N/A
34. Speed of transactions	VI	I	A	U	VU	N/A
35. Download/print function ( e.g. virtual tour	VI	I	A	U	VU	N/A
36. Option for different browser versions	VI	I	A	U	VU	N/A
37. Customized news report	VI	I	A	U	VU	N/A
38. Newsletter	VI	I	A	U	VU	N/A
39. Create or modify personal profile for	VI	I	A	U	VU	N/A
40. Up-to-date information on the site	VI	I	A	U	VU	N/A
41. Links to other related businesses	VI	I	A	U	VU	N/A
42. Product warranty/legality	VI	I	A	U	VU	N/A

Hotel website Functionality Attributes	Importance					
Surrounding Area Information						
43. Transportation	VI	I	A	U	VU	N/A
44. Airport information	VI	I	A	U	VU	N/A
45. Main attractions of the city	VI	I	A	U	VU	N/A
46. General information about the city	VI	I	A	U	VU	N/A
47. Public holidays	VI	I	A	U	VU	N/A
48. Weather report	VI	I	A	U	VU	N/A
Accessibility						
49. Ranking result of search engine	VI	I	A	U	VU	N/A
50. Access speed of website	VI	I	A	U	VU	N/A

**B. Usability attributes.** How important are the following factors on luxury hotel websites? Please rate the following statements by using the five linguistic scales.

[VI]–Very important, [I] –Important, [A]–Average, [U]–Unimportant, [VU]–Very Unimportant

Hotel website Usability Attributes	Importance					
Navigation						
1. Navigation system/Navigation bar	VI	I	A	U	VU	N/A
2. Website's internal navigability	VI	I	A	U	VU	N/A
3. Back to the main page	VI	I	A	U	VU	N/A
4. Internal search engine	VI	I	A	U	VU	N/A
5. Breaking or slowing down of the "Back" button	VI	I	A	U	VU	N/A
6. Site map	VI	I	A	U	VU	N/A
Website friendliness (Ease-of-use)						
7. Transaction utility (e.g. simple or complicated)	VI	I	A	U	VU	N/A
8. Website learnability (easy to learn how to use the website)	VI	I	A	U	VU	N/A
9. The color of hyperlinks will be changed after visit	VI	I	A	U	VU	N/A
10. Download speed of website items (e.g. Web pages, multimedia)	VI	I	A	U	VU	N/A
11. Internal link that does not work	VI	I	A	U	VU	N/A
12. Opening new browser windows	VI	I	A	U	VU	N/A
13. Scrolling front pages	VI	I	A	U	VU	N/A
14. Design and appearance of multimedia/ virtual tours	VI	I	A	U	VU	N/A
15. Moving address	VI	I	A	U	VU	N/A
Language						
16. Text understandability	VI	I	A	U	VU	N/A
17. Multiple language versions of website	VI	I	A	U	VU	N/A
18. Spelling and Grammatical errors	VI	I	A	U	VU	N/A
19. Headings that make no sense out of context	VI	I	A	U	VU	N/A
20. Internet Jargon/popular buzzwords	VI	I	A	U	VU	N/A
Overall layout and appearance						
21. Overall visual appearance of interface (e.g. looks professional, artistic)	VI	I	A	U	VU	N/A
22. Web page design uses aesthetic / artistic theory	VI	I	A	U	VU	N/A
23. Clarity of text colors	VI	I	A	U	VU	N/A
24. Front size of text	VI	I	A	U	VU	N/A
25. Design of transaction function (e.g. location, color)	VI	I	A	U	VU	N/A
26. Website has its own characteristics	VI	I	A	U	VU	N/A
27. Graphic User Interface (GUI) widgets	VI	I	A	U	VU	N/A
28. Scrolling text, marquees, and constantly running animations	VI	I	A	U	VU	N/A
29. Large images being used solely for visual appeal	VI	I	A	U	VU	N/A
30. Functional design that looks like advertising	VI	I	A	U	VU	N/A

Overall layout and appearance						
32. Horizontal scrolling	VI	I	A	U	VU	N/A
33. Graphical images used to deliver a critical message	VI	I	A	U	VU	N/A
34. Improper use of graphical bullets and graphical divider bars	VI	I	A	U	VU	N/A
35. Pages longer than 4 screens in length	VI	I	A	U	VU	N/A

**C. Overall importance.** Please compare the importance between website usability and functionality on luxury hotel websites, and rate these two dimensions by using the five linguistic scales. **[VI]–Very important, [I] –Important, [A]–Average, [U]–Unimportant, [VU]–Very Unimportant**

Hotel website Usefulness dimensions	Importance					
Usability	VI	I	A	U	VU	N/A
Functionality	VI	I	A	U	VU	N/A

### Section Three

**1. Could you please indicate your Country of Origin \_\_\_\_\_**

**2. Gender** ☐ Male ☐ Female

**3. In which of the following age groups do you fit?**

1. ☐ 25 or less    2. ☐ 26-35    3. ☐ 36 - 45    4. ☐ 46 - 55    5. ☐ 56 – 65    6. ☐ 66 or above

**4. In terms of travel experience, please answer these two sub-questions:**

A. Have you taken any domestic travel in the past two years? [Yes/No].

If so, please indicate how many trips you have taken \_\_\_\_\_

B. Have you taken any outbound travel in the past two years (Hong Kong and Macao are included)? [Yes/No].

If so, please indicate how many trips you have taken \_\_\_\_\_

**5. What is the highest level of education you have attained?**

1. Less than secondary / high school ☐    2. Completed secondary / high school ☐ 3. Completed college/university degree/diploma ☐    4. Completed postgraduate degree ☐

**6. What is your average monthly HOUSEHOLD income?** (Exchange rate:USD\$1=HK\$7.81,USD\$1=RMB ¥ 6.857)

- ☐ USD 1,000 or less.....1  
☐ USD 1,001 - USD 2,000.....2  
☐ USD 2,001- USD 3,000 .....3  
☐ USD 3,001- USD 4,000 .....4  
☐ USD 4,001 - USD 5,000 .....5  
☐ USD 5,001 - USD 6,000 .....6  
☐ USD 6,001 – USD 7,000.....7  
☐ USD 7,001 – USD 8,000.....8  
☐ 8,001 or above .....9  
☐ Refusal / Others .....10

**§ Thanks for your kind co-operation §**

## Appendix B: Questionnaire of Pilot Study (Chinese Version)



### 豪华酒店网站调查

#### 第一部分

1. 请填写您的: 居住地\_\_\_\_\_ 出生地\_\_\_\_\_
2. 性别: ☐ 男 ☐ 女
3. 您属于下列哪个年龄段:  
☐ 25岁以下 ☐ 26-35 ☐ 36-45 ☐ 46-55 ☐ 56-65 ☐ 66岁或以上
4. 请根据您已有的旅行经历回答下列问题:  
A. 您在过去两年中有没有参加过任何国内游览 [是/否]. 如果有, 请指出参加过几次\_\_\_\_\_  
B. 您在过去两年中有没有参加过任何国际游览 [是/否]. 如果有, 请指出参加过几次\_\_\_\_\_
5. 您所获得的最高教育程度是?  
1. 低于中等学历/高中水平 ☐ 2. 中等学历/高中毕业水平 ☐  
3. 大学或大专同等学力 ☐ 4. 大学或大专学历/学士学位 ☐  
5. 研究生学位 ☐
6. 您的平均月家庭收入是多少? (汇率: USD\$1= HK\$7.81, USD\$1=RMB¥6.857)  
☐ USD 1,000 or less .....1 ☐ USD 1,001 - USD 2,000 .....2  
☐ USD 2,001- USD 3,000 .....3 ☐ USD 3,001- USD 4,000 .....4  
☐ USD 4,001 - USD 5,000 .....5 ☐ USD 5,001 - USD 6,000 .....6  
☐ USD 6,001 - USD 7,000 .....7 ☐ USD 7,001 - USD 8,000 .....8  
☐ 8,001 or above .....9 ☐ 拒绝回答/其他 .....10
7. 您所拥有的个人网页数量\_\_\_\_\_
8. 您所拥有的私人博客或社会网页(e.g. MySpace, Facebook)的数量? \_\_\_\_\_
9. 能否描述您的私人网页/博客/社会网页的内容 (请选择所有适用的选项)  
1) 日记类型 (描述生活中所有事情, 包括旅行经历的类型) ☐  
2) 旅行博客 ☐ 3) 新闻记录 ☐  
4) 其他 请具体描述 \_\_\_\_\_
10. 网龄: 1) 少于一年 ☐ 2) 1-3年 ☐ 3) 多于3年 ☐
11. 每周上网时间 1) 少于5小时 ☐ 2) 5-10小时 ☐ 3) 11-20小时 ☐ 4) 21-30小时 ☐ 5) 多于30小时 ☐
12. 您是否在线查找旅行信息? [是/否]  
如果答案否定, 请指出您通常获得旅行信息的渠道, 并请转到第二页的问题13)  
如果答案肯定, 请指出您所惯用的旅行网站类型, 请选择所有适用的选项:  
旅行社 酒店 旅行目的地网页 航空公司 其他 请具体描述 \_\_\_\_\_
13. 您希望从酒店网页获取何种类型的信息? 您希望酒店网页以何种面貌或者功能呈现给您?  
\_\_\_\_\_  
\_\_\_\_\_



## 第二部分 酒店网站功性和实用性

**总体重要性：** 请指出在豪华酒店网站中综合指标的重要程度然后根据五个程度测评指出这两个因素的重要性[(**Very important** 非常重要[VI], **Important** 重要 [I], **Average** 一般 [A], **Unimportant** 不重要 [U], **Very Unimportant** 非常不重要[VU])]

酒店网站有用性	重要度					
1. 功能性	VI	I	A	U	VU	N/A
2. 实用性	VI	I	A	U	VU	N/A

**酒店网站功能性：** 请选择豪华酒店网页上的以下因素的重要程度并以五个程度测评以下选项： (**Very important**, 非常重要[VI], **Important**重要 [I] **Average**, 一般 [A], **Unimportant**不重要 [U], **Very Unimportant**非常不重要[VU])

酒店网站功能性	重要度					
预订信息						
1. 房价	VI	I	A	U	VU	N/A
2. 空房率查询	VI	I	A	U	VU	N/A
3. 网上预订系统	VI	I	A	U	VU	N/A
4. 不同产品/服务的价格	VI	I	A	U	VU	N/A
5. 网上预定确认	VI	I	A	U	VU	N/A
6. 安全的在线支付系统	VI	I	A	U	VU	N/A
7. 预览在线预订信息	VI	I	A	U	VU	N/A
8. 房间预订条款	VI	I	A	U	VU	N/A
9. 入住结账时间	VI	I	A	U	VU	N/A
10.世界范围内可拨打的房间预订电话	VI	I	A	U	VU	N/A
11.付费选择	VI	I	A	U	VU	N/A
12.特殊需要表格	VI	I	A	U	VU	N/A
酒店设备信息						
13. 酒店虚拟参观或有声文档的可用性	VI	I	A	U	VU	N/A
14. 产品促销 ( e.g. 特价)	VI	I	A	U	VU	N/A
15. 多媒体与网站介绍相结合	VI	I	A	U	VU	N/A
16. 酒店地址	VI	I	A	U	VU	N/A
17. 酒店设施信息	VI	I	A	U	VU	N/A
18. 酒店房间信息	VI	I	A	U	VU	N/A
19. 酒店介绍	VI	I	A	U	VU	N/A
20. 酒店促销信息	VI	I	A	U	VU	N/A
21. 饭店信息	VI	I	A	U	VU	N/A
22. 客房设施	VI	I	A	U	VU	N/A
23. 会议室信息	VI	I	A	U	VU	N/A
24. 招聘信息	VI	I	A	U	VU	N/A
联系信息						
25. 电话	VI	I	A	U	VU	N/A
26. 地址	VI	I	A	U	VU	N/A
27. 电子邮件	VI	I	A	U	VU	N/A
28. 联系人	VI	I	A	U	VU	N/A
29. 传真	VI	I	A	U	VU	N/A
30. 常见问题	VI	I	A	U	VU	N/A
网站管理						
31. 反馈信息	VI	I	A	U	VU	N/A
32. 网上论坛	VI	I	A	U	VU	N/A
33. 信息可信度	VI	I	A	U	VU	N/A
34. 交易速度	VI	I	A	U	VU	N/A
35.下载/打印功能 ( e.g. 虚拟旅行文件下载或文字文档打印)	VI	I	A	U	VU	N/A
36. 不同版本的网页供不同浏览器选择	VI	I	A	U	VU	N/A
37. 员工目录查询	VI	I	A	U	VU	N/A
38. 用户新闻	VI	I	A	U	VU	N/A
39. 新闻邮件	VI	I	A	U	VU	N/A
40. 创建或更改用户信息	VI	I	A	U	VU	N/A

41. 有无时效性信息/规律性更新	VI	I	A	U	VU	N/A
42. 链接到其他相关网站	VI	I	A	U	VU	N/A
43. 产品担保/合法性	VI	I	A	U	VU	N/A
<b>周边信息</b>						
44.交通	VI	I	A	U	VU	N/A
45.机场信息	VI	I	A	U	VU	N/A
46.目的地主要景点	VI	I	A	U	VU	N/A
47.目的地总信息	VI	I	A	U	VU	N/A
48.公共假日	VI	I	A	U	VU	N/A
49.天气预报	VI	I	A	U	VU	N/A
<b>便利性</b>						
50.在搜索引擎中的排名结果	VI	I	A	U	VU	N/A
51.网页下载速度	VI	I	A	U	VU	N/A

**酒店网站实用性：** 请选择豪华酒店网页上的以下因素的重要程度并以五个程度测评以下选项：

**(Very important, 非常重要[VI], Important 重要 [I] Average, 一般 [A], Unimportant 不重要 [U], Very Unimportant 非常不重要[VU])**

酒店网站实用性	重要性					
导航						
1. 导航系统/导航条	VI	I	A	U	VU	N/A
2. 网页内部检索	VI	I	A	U	VU	N/A
3. 前进/后退 图标	VI	I	A	U	VU	N/A
4. 检索具体信息	VI	I	A	U	VU	N/A
5. 返回主页面	VI	I	A	U	VU	N/A
6. 网站地图	VI	I	A	U	VU	N/A
网页亲切度（是否方便使用）						
7. 交易处理过程(e.g. 简单复杂)	VI	I	A	U	VU	N/A
8. 网页易学度（便于学习如何使用网页）	VI	I	A	U	VU	N/A
9. 超链接被点击后的颜色将更改	VI	I	A	U	VU	N/A
10. 网站下载速度（e.g. 例如网页,多媒体插件）	VI	I	A	U	VU	N/A
11. 网站内部链接不工作	VI	I	A	U	VU	N/A
12. 点击链接后打开新页面	VI	I	A	U	VU	N/A
13. 首页滚动长度	VI	I	A	U	VU	N/A
14. 多媒体设计/酒店内部虚拟旅行(e.g.例如是否看起来专业,美观)	VI	I	A	U	VU	N/A
15. 网页地址改变后,新地址显示在前网页上.	VI	I	A	U	VU	N/A
语言						
16. 文字易懂度	VI	I	A	U	VU	N/A
17. 多种语言选择	VI	I	A	U	VU	N/A
18. 错别字以及文法使用	VI	I	A	U	VU	N/A
19.网站标题没有意义	VI	I	A	U	VU	N/A
20.使用网络语言	VI	I	A	U	VU	N/A
网页整体布局及外观						
21. 界面的整体外观（e.g.看起来是否专业,美观）	VI	I	A	U	VU	N/A
22. 网页设计美观与否	VI	I	A	U	VU	N/A
23. 网站标识美观与否	VI	I	A	U	VU	N/A
24. 文本颜色的清晰度	VI	I	A	U	VU	N/A
25. 文本标题的字号	VI	I	A	U	VU	N/A
26. 交易功能的设计(e.g.例如位置与颜色)	VI	I	A	U	VU	N/A
27. 网站有自己特色	VI	I	A	U	VU	N/A
28. 用户图形小图标的使用	VI	I	A	U	VU	N/A
29. 网站使用滚动条，活动动画以及多媒体屏幕来展示信息	VI	I	A	U	VU	N/A
30. 网站使用大型图片作为展示	VI	I	A	U	VU	N/A
31. 网站功能被设计成广告样式	VI	I	A	U	VU	N/A
32. 网页水平长度	VI	I	A	U	VU	N/A
33. 使用图片传递重要信息	VI	I	A	U	VU	N/A
34. 不正当使用图形或图形条来分割信息	VI	I	A	U	VU	N/A
35. 网页垂直长度	VI	I	A	U	VU	N/A

§ 多谢您的耐心合作

## Appendix C: Questionnaire of Main Study



**Dear Sir/ Madam:**

*This is a research survey conducted at the School of Hotel and Tourism Management, Hong Kong Polytechnic University. This survey is to determine the functionality/usability importance of luxury hotel websites. All data are collected for research analysis only and will be kept strictly confidential. It will take 10-15 minutes to finish, and your co-operation is greatly appreciated.*

### A Study of Luxury Hotel Websites

**1. Did you search luxury hotel information from the Internet in the past 24 months?**

[No] *If no*, thank you, this is the end of this questionnaire.

[Yes] *If yes*, please go to Section I.

#### Section I Importance of luxury hotel website functionality and usability

##### A. Overall importance of all dimensions

How important are the following factors on luxury hotel websites? Please rate the following statements by using the five linguistic scales.

[VI] = Very important, [I] = Important, [A] = Average, [U] = Unimportant, [VU] = Very Unimportant, [N/A] = Not applicable/No opinion

Dimensions	Importance					
<b>Website Functionality</b>	VI	I	A	U	VU	N/A
1. General information	VI	I	A	U	VU	N/A
2. Reservation information	VI	I	A	U	VU	N/A
3. Website management	VI	I	A	U	VU	N/A
4. Surrounding area information	VI	I	A	U	VU	N/A
<b>Website Usability</b>	VI	I	A	U	VU	N/A
1. Accessibility	VI	I	A	U	VU	N/A
2. Navigation	VI	I	A	U	VU	N/A
3. Website friendliness (ease-of-use)	VI	I	A	U	VU	N/A
4. Language	VI	I	A	U	VU	N/A
5. Overall layout and appearance	VI	I	A	U	VU	N/A

(Please go to page 2)

**B. Functionality attributes.**

How important are the following factors on luxury hotel websites? Please rate the following statements by using the five linguistic scales.

[VI] = **Very important**, [I] = **Important**, [A] = **Average**, [U] = **Unimportant**, [VU] = **Very Unimportant**, [N/A] = **Not applicable/No opinion**

Website functionality attributes	Importance					
General information						
1.Hotel descriptions (hotel introduction)	VI	I	A	U	VU	N/A
2.Hotel location (maps, traffic information and how to reach the hotel)	VI	I	A	U	VU	N/A
3. Hotel facilities (guest room, restaurants and meeting facilities)	VI	I	A	U	VU	N/A
4. Promotion of products (special offers, frequent guest programs)	VI	I	A	U	VU	N/A
5. Availability of virtual tours/video files of the hotel	VI	I	A	U	VU	N/A
Reservation information						
6. Room rate	VI	I	A	U	VU	N/A
7. Room availability	VI	I	A	U	VU	N/A
8. View or cancel reservations	VI	I	A	U	VU	N/A
9. Check in and check-out time	VI	I	A	U	VU	N/A
10. Price ranges of different products/services	VI	I	A	U	VU	N/A
11. Payment options	VI	I	A	U	VU	N/A
12. Secured payment systems	VI	I	A	U	VU	N/A
13. Worldwide reservations phone number	VI	I	A	U	VU	N/A
Website management						
14.Contact information (telephone number/e-mail address, contact person and fax number)	VI	I	A	U	VU	N/A
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	VI	I	A	U	VU	N/A
16. Online forum (BBS or providing a link to a third party websites)	VI	I	A	U	VU	N/A
17. Staff directory search function	VI	I	A	U	VU	N/A
18. Create or modify personal profile for customers	VI	I	A	U	VU	N/A
19. Links to other related businesses	VI	I	A	U	VU	N/A
20. Product warranty/legality	VI	I	A	U	VU	N/A
Surrounding area information						
21.Transportation	VI	I	A	U	VU	N/A
22.Airport information	VI	I	A	U	VU	N/A
23.Main attractions of the destination	VI	I	A	U	VU	N/A
24.General information about the destination	VI	I	A	U	VU	N/A
25.Weather report	VI	I	A	U	VU	N/A

(Please go to page 3)

### C. Usability attributes.

How important are the following factors on luxury hotel websites? Please rate the following statements by using the five linguistic scales.

[VI] = Very important, [I] = Important, [A] = Average, [U] = Unimportant, [VU] = Very Unimportant, [N/A] = Not applicable/No opinion

Website usability attributes	Importance					
<b>Accessibility</b>						
1. Search engine ranking	VI	I	A	U	VU	N/A
2. Access speed of website	VI	I	A	U	VU	N/A
<b>Navigation</b>						
3. Provide navigation options/navigation system	VI	I	A	U	VU	N/A
4. Show all major options on the homepage	VI	I	A	U	VU	N/A
5. Enable access to the homepage from any other page on the website	VI	I	A	U	VU	N/A
6. Design an internal search engine and display it on every page	VI	I	A	U	VU	N/A
<b>Website friendliness (ease-of-use)</b>						
7. Option for different browser versions or design for common browsers	VI	I	A	U	VU	N/A
8. Download/response speed of website page or function	VI	I	A	U	VU	N/A
9. Website learnability (easy to learn how to use the website)	VI	I	A	U	VU	N/A
10. Eliminate horizontal/ vertical scrolling	VI	I	A	U	VU	N/A
11. Utility of internal link	VI	I	A	U	VU	N/A
12. Download/print function	VI	I	A	U	VU	N/A
13. Inform users of long downloading time	VI	I	A	U	VU	N/A
14. Utility of the transaction function	VI	I	A	U	VU	N/A
15. Website information credibility (update/accurate information)	VI	I	A	U	VU	N/A
<b>Language</b>						
16. Multiple language versions of website	VI	I	A	U	VU	N/A
17. Text understandability	VI	I	A	U	VU	N/A
18. Spelling and grammatical errors	VI	I	A	U	VU	N/A
19. Use common word instead of Internet jargon/popular buzzwords	VI	I	A	U	VU	N/A
<b>Overall layout and appearance</b>						
20. Structure is easy to understand	VI	I	A	U	VU	N/A
21. Logo of website is unique	VI	I	A	U	VU	N/A
22. Use meaningful link labels for linking to related content	VI	I	A	U	VU	N/A
23. Present text clearly with high-contrast background	VI	I	A	U	VU	N/A
24. Font size of text	VI	I	A	U	VU	N/A
25. Provide descriptive page titles/labels/headings	VI	I	A	U	VU	N/A
26. Provide meaningful information in multimedia	VI	I	A	U	VU	N/A

(Please go to page 4)

## Section II Demographic

1. Country of Residence \_\_\_\_\_ Country of Origin \_\_\_\_\_
2. Gender ☐ Male ☐ Female
3. In which of the following age groups do you fit?
1. ☐ 18 or less    2. ☐ 19 -24    3. ☐ 25-34    4. ☐ 35-44    5. ☐ 45-54  
6. ☐ 55 and over
4. What is the highest level of education you have attained?
- ☐ 1. Less than secondary / high school  
☐ 2. Completed secondary / high school  
☐ 3. Some college or university  
☐ 4. Completed college/university degree/diploma  
☐ 5. Completed postgraduate degree  
☐ 6. Refuse to answer
5. Number of years using the Internet
- 1) Less than 1 year ☐    2) 1-3 years ☐    3) More than 3 years ☐
6. Number of hours per week using the Internet
- 1) Less than 5 hours ☐    2) 5-10 hours ☐    3) 11 to 20 hours ☐  
4) 21 to 30 hours ☐    5) More than 30 hours ☐
7. What is your average monthly HOUSEHOLD income?
- ☐ USD 1,000 or less ..... 1  
☐ USD 1,001 - USD 2,000 ..... 2  
☐ USD 2,001 - USD 3,000 ..... 3  
☐ USD 3,001 - USD 4,000 ..... 4  
☐ USD 4,001 - USD 5,000 ..... 5  
☐ USD 5,001 - USD 6,000 ..... 6  
☐ USD 6,001 – USD 7,000 ..... 7  
☐ USD 7,001 – USD 8,000 ..... 8  
☐ USD 8,001 or above ..... 9  
☐ Refuse to answer ..... 10

§ Thanks for your kind co-operation §

## Appendix D: Questionnaire of Main Study (Chinese version)



亲爱顾客朋友，  
此份问卷用于豪华酒店网站研究，并非针对本酒店网站。  
这是香港理工大学旅游管理学院正在进行的一项关于豪华酒店网站建设的调查项目，希望您可以根据自己的经验对豪华酒店网站各个指标的重要性进行评估。此调查结果将用于衡量豪华酒店网站的功能与实用性，所收集数据将仅限于学术研究并对资料严格保密。  
非常感谢您的合作，如有不便请您谅解。

### 关于豪华酒店网站的研究

**1. 请问您是否在过去的 24 个月内在网络上搜索任何关于豪华酒店的信息？**

**[No]** 没有，感谢您的合作，本次调查到此结束

**[Yes]** 是的，请继续回答 **I** 部分的问题

#### **I 部分： 豪华网站的功能性与实用性的重要性**

##### **A. 各个元素的整体重要性**

请用以下 **5** 个程度标准指出豪华酒店网站主要因素的重要性：

**[VI]** = 非常重要, **[I]** = 重要, **[A]** = 一般重要, **[U]** = 不重要, **[VU]** = 非常不重要, **[N/A]** = 不适用/没意见

元素	重要性					
各个元素的整体重要性	非常重要	重要	一般重要	不重要	非常不重要	不适用/没意见
网站功能性	VI	I	A	U	VU	N/A
1. 总体信息	VI	I	A	U	VU	N/A
2. 订房信息	VI	I	A	U	VU	N/A
3. 网站管理	VI	I	A	U	VU	N/A
4. 周围环境信息	VI	I	A	U	VU	N/A
网站实用性	VI	I	A	U	VU	N/A
1. 可访问度	VI	I	A	U	VU	N/A
2. 网站的导航	VI	I	A	U	VU	N/A
3. 网站的友好度（是否容易使用）	VI	I	A	U	VU	N/A
4. 语言	VI	I	A	U	VU	N/A
5. 总体布局与美观	VI	I	A	U	VU	N/A

(请转到第 2 页)

## B. 功能性指标.

请用以下 5 个程度标准指出豪华酒店网站功能性指标的重要性:

[VI] = 非常重要, [I] = 重要, [A] = 一般重要, [U] = 不重要, [VU] = 非常不重要, [N/A] = 不适用/没意见

网站功能性指标	重要性					
	非常重要	重要	一般重要	不重要	非常不重要	不适用/没意见
总体信息						
1. 酒店介绍	VI	I	A	U	VU	N/A
2. 酒店的位置(地图, 交通信息 以及到达方式)	VI	I	A	U	VU	N/A
3. 酒店设施 (客房, 餐厅和会议设施)	VI	I	A	U	VU	N/A
4. 推广产品 (特别优惠, 常客计划)	VI	I	A	U	VU	N/A
5. 酒店提供视频介绍	VI	I	A	U	VU	N/A
定房信息						
6. 房间价格	VI	I	A	U	VU	N/A
7. 空房率	VI	I	A	U	VU	N/A
8. 查看或取消预定	VI	I	A	U	VU	N/A
9. 入住和退房时间	VI	I	A	U	VU	N/A
10. 提供不同服务, 不同产品的价格列表	VI	I	A	U	VU	N/A
11. 付款方式	VI	I	A	U	VU	N/A
12. 安全的付款系统	VI	I	A	U	VU	N/A
13. 可用于世界范围的定房电话	VI	I	A	U	VU	N/A
网站管理						
14. 联系方式(电话/电邮, 联系人和传真号码)	VI	I	A	U	VU	N/A
15. 酒店对客人需要的回应方式(一对一网上问答, 回电服务 或者在线回复)	VI	I	A	U	VU	N/A
16. 在线论坛 (提供 BBS 或者提供第三方在线论坛的链接)	VI	I	A	U	VU	N/A
17. 网站内酒店职员搜索功能	VI	I	A	U	VU	N/A
18. 顾客可以建立或修改个人档案	VI	I	A	U	VU	N/A
19. 相关网站的链接	VI	I	A	U	VU	N/A
20. 产品的担保和合法性	VI	I	A	U	VU	N/A
酒店周围环境信息						
21. 交通信息	VI	I	A	U	VU	N/A
22. 机场信息	VI	I	A	U	VU	N/A
23. 主要景区	VI	I	A	U	VU	N/A
24. 目的地总体信息	VI	I	A	U	VU	N/A
25. 天气预报	VI	I	A	U	VU	N/A

(请转到第 3 页)



### C. 实用性指标.

请用以下 5 个程度标准指出豪华酒店网站使用性指标的重要性:

[VI] = 非常重要, [I] = 重要, [A] = 一般重要, [U] = 不重要, [VU] = 非常不重要, [N/A] = 不适用/没意见

网站使用性指标	重要性					
可访问度	非常重要	重要	一般重要	不重要	非常不重要	不适用/没意见
1. 网站在搜索引擎中的排名	VI	I	A	U	VU	N/A
2. 访问网站的速度	VI	I	A	U	VU	N/A
<b>导航</b>						
3. 提供导航选项或者导航条	VI	I	A	U	VU	N/A
4. 在主页上显示主要的选项	VI	I	A	U	VU	N/A
5. 可以从网站上任何页面返回主页	VI	I	A	U	VU	N/A
6. 设计一个内部搜索引擎并将其显示在每个页面	VI	I	A	U	VU	N/A
<b>网站的友好度 (是否容易使用)</b>						
7. 网站为多个不同浏览器提供不同版本的选项或者设计页面适用于常用浏览器	VI	I	A	U	VU	N/A
8. 网站的下载或者功能的响应速度	VI	I	A	U	VU	N/A
9. 网站的易懂度 (容易学习如何使用网站)	VI	I	A	U	VU	N/A
10. 消除横向或者纵向滚动条	VI	I	A	U	VU	N/A
11. 内部链接的使用性	VI	I	A	U	VU	N/A
12. 下载/打印功能	VI	I	A	U	VU	N/A
13. 提醒用户下载时间	VI	I	A	U	VU	N/A
14. 交易功能的可用性	VI	I	A	U	VU	N/A
15. 网站信息的可信度 (提供最新/准确的信息)	VI	I	A	U	VU	N/A
<b>语言</b>						
16. 网站提供多种语言的选项	VI	I	A	U	VU	N/A
17. 文字易懂程度	VI	I	A	U	VU	N/A
18. 拼写以及语法错误	VI	I	A	U	VU	N/A
19. 使用日常用语, 避免使用网络俚语/流行用语	VI	I	A	U	VU	N/A
<b>总体布局与美观</b>						
20. 结构简单易懂	VI	I	A	U	VU	N/A
21. 网站标志独特	VI	I	A	U	VU	N/A
22. 使用有意义的链接名并能说明链接内容	VI	I	A	U	VU	N/A
23. 文本清晰, 并且使用对比度明显的背景	VI	I	A	U	VU	N/A
24. 字体大小	VI	I	A	U	VU	N/A
25. 提供具有描述性的网页题目/标签/标题	VI	I	A	U	VU	N/A
26. 提供有意义的多媒体信息	VI	I	A	U	VU	N/A

(请转到第 4 页)

## II 部分：人口信息

1. 居住城市 \_\_\_\_\_ 出生地 \_\_\_\_\_
2. 性别    ☐ 男            ☐ 女
3. 请指出您所属的年龄层：  
1. ☐ 18 岁以下    2. ☐ 19 -24    3. ☐ 25-34    4. ☐ 35-44    5. ☐ 45-54  
6. ☐ 55 或以上
4. 请指出您所取得的最高学位：  
☐ 1. 低于中学  
☐ 2. 中等学历/高中毕业水平  
☐ 3. 大学或大专同等学历  
☐ 4. 取得大学学位  
☐ 5. 完成研究生学位/更高  
☐ 6. 其他
5. 请指出您的网龄：  
1) 少于 1 年 ☐    2) 1-3 年 ☐    3) 多于 3 年 ☐
6. 请指出您每周使用网络的时间：  
1) 少于 5 小时 ☐    2) 5-10 小时 ☐    3) 11 to 20 小时 ☐  
4) 21 to 30 小时 ☐    5) 多于 30 小时 ☐
7. 请指出您的平均家庭月收入：  
☐ RMB 1,000 或低于 ..... 1  
☐ RMB 1,001 - RMB 2,000 ..... 2  
☐ RMB 2,001 - RMB 3,000 ..... 3  
☐ RMB 3,001 - RMB 4,000 ..... 4  
☐ RMB 4,001 - RMB 5,000 ..... 5  
☐ RMB 5,001 - RMB 6,000 ..... 6  
☐ RMB 6,001 - RMB 7,000 ..... 7  
☐ RMB 7,001 - RMB 8,000 ..... 8  
☐ RMB 8,001 或高于 ..... 9  
☐ 拒绝回答 ..... 10

§ 非常感谢您的耐心合作 §

## Appendix E: Website Evaluation Questions

### A study of luxury hotel websites

**Have you purchased any travel related products online?**

If [Yes] Please go to section I

If [No] Thank you this is the end of the evaluation section.

#### Section I Performance of luxury hotel website functionality and usability

##### A. Functionality attributes.

Please indicate the performance of the following attributes on luxury hotel websites by using the five linguistic scales.

[VG] = **Very Good**, [G] = **Good**, [A] = **Average**, [P] = **Poor**, [VP] = **Very Poor**, [NA] = **Not available**

Website functionality attributes	Performance					
General information						
1.Hotel descriptions (hotel introduction)	VG	G	A	P	VP	NA
2.Hotel location (maps, traffic information about how to reach the hotel)	VG	G	A	P	VP	NA
3. Hotel facilities (guest room, restaurants and meeting facilities)	VG	G	A	P	VP	NA
4. Promotion of products (special offers, frequent guest programs)	VG	G	A	P	VP	NA
5. Availability of virtual tours/video files of the hotel	VG	G	A	P	VP	NA
Reservation information						
6. Room rate	VG	G	A	P	VP	NA
7. Room availability	VG	G	A	P	VP	NA
8. View or cancel reservations	VG	G	A	P	VP	NA
9. Check in and check-out time	VG	G	A	P	VP	NA
10. Price ranges of different products/services	VG	G	A	P	VP	NA
11. Payment options	VG	G	A	P	VP	NA
12. Secured payment systems	VG	G	A	P	VP	NA
13. Worldwide reservations phone number	VG	G	A	P	VP	NA
Website management						
14.Contact information (telephone number/e-mail address, contact person and fax number)	VG	G	A	P	VP	NA
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	VG	G	A	P	VP	NA
16. Online forum (BBS or providing a link to a third party websites)	VG	G	A	P	VP	NA
17. Staff directory search function	VG	G	A	P	VP	NA
18. Create or modify personal profile for customers	VG	G	A	P	VP	NA
19. Links to other related businesses	VG	G	A	P	VP	NA
20. Product warranty/legality	VG	G	A	P	VP	NA
Surrounding area information						
21.Transportation	VG	G	A	P	VP	NA
22.Airport information	VG	G	A	P	VP	NA
23.Main attractions of the destination	VG	G	A	P	VP	NA
24.General information about the destination	VG	G	A	P	VP	NA
25.Weather report	VG	G	A	P	VP	NA

(Please go to page 2)

## B. Usability attributes.

Please indicate the performance of the following attributes on luxury hotel websites by using the five linguistic scales.

[VG] = **Very Good**, [G] = **Good**, [A] = **Average**, [P] = **Poor**, [VP] = **Very Poor**, [NA] = **Not available**

Website usability attributes	Performance					
<b>Accessibility</b>						
1. Search engine ranking	VG	G	A	P	VP	NA
2. Access speed of website	VG	G	A	P	VP	NA
<b>Navigation</b>						
3. Provide navigation options/navigation system	VG	G	A	P	VP	NA
4. Show all major options on the homepage	VG	G	A	P	VP	NA
5. Enable access to the homepage from any other page on the website	VG	G	A	P	VP	NA
6. Design an internal search engine	VG	G	A	P	VP	NA
<b>Website friendliness (ease-of-use)</b>						
7. Option for different browser versions or design for common browsers	VG	G	A	P	VP	NA
8. Download/response speed of website page or function	VG	G	A	P	VP	NA
9. Website learnability (easy to learn how to use the website)	VG	G	A	P	VP	NA
10. Eliminate horizontal and vertical scrolling	VG	G	A	P	VP	NA
11. Utility of internal link	VG	G	A	P	VP	NA
12. Download and print function	VG	G	A	P	VP	NA
13. Inform users of long downloading time	VG	G	A	P	VP	NA
14. Utility of the transaction function	VG	G	A	P	VP	NA
15. Website information credibility (update/accurate information)	VG	G	A	P	VP	NA
<b>Language</b>						
16. Multiple language versions of website	VG	G	A	P	VP	NA
17. Text understandability	VG	G	A	P	VP	NA
18. Spelling and grammatical errors	VG	G	A	P	VP	NA
19. Use common word instead of Internet jargon/popular buzzwords	VG	G	A	P	VP	NA
<b>Overall layout and appearance</b>						
20. Structure is easy to understand	VG	G	A	P	VP	NA
21. Logo of website is unique	VG	G	A	P	VP	NA
22. Use meaningful link labels for linking to related content	VG	G	A	P	VP	NA
23. Present text clearly with high-contrast background	VG	G	A	P	VP	NA
24. Font size of text	VG	G	A	P	VP	NA
25. Provide descriptive page titles/labels/headings	VG	G	A	P	VP	NA
26. Provide meaningful information in multimedia	VG	G	A	P	VP	NA

(Please go to page 3)

## Section II Demographic

1. Country of Residence \_\_\_\_\_ Country of Origin \_\_\_\_\_

2. Gender ☐ Male ☐ Female

3. In which of the following age groups do you fit?

1. ☐ 18 or less    2. ☐ 19 -24    3. ☐ 25-34    4. ☐ 35-44    5. ☐ 45-54  
6. ☐ 55 and over

4. What is the highest level of education you have attained?

- ☐ 1. Less than secondary / high school  
☐ 2. Completed secondary / high school  
☐ 3. Some college or university  
☐ 4. Completed college/university degree/diploma  
☐ 5. Completed postgraduate degree  
☐ 6. Refuse to answer

5. Number of years using the Internet

- 1) Less than 1 year ☐    2) 1-3 years ☐    3) More than 3 years ☐

6. Number of hours per week using the Internet

- 1) Less than 5 hours ☐    2) 5-10 hours ☐    3) 11 to 20 hours ☐  
4) 21 to 30 hours ☐    5) More than 30 hours ☐

7. What is your average monthly HOUSEHOLD income?

- ☐ USD 1,000 or less .....1  
☐ USD 1,001 - USD 2,000 .....2  
☐ USD 2,001 - USD 3,000 .....3  
☐ USD 3,001 - USD 4,000 .....4  
☐ USD 4,001 - USD 5,000 .....5  
☐ USD 5,001 - USD 6,000 .....6  
☐ USD 6,001 – USD 7,000 .....7  
☐ USD 7,001 – USD 8,000 .....8  
☐ USD 8,001 or above .....9  
☐ Refuse to answer .....10

§ Thanks for your kind co-operation §

## Appendix F: Usability Performance of China-based Luxury Hotel Websites

1.

Usability Performance of the Selected China-based Hotel Website	Bank Hotel (Kunming)			
Navigation	II	CC	CI	IC
3. Provide navigation options/navigation system	1.027	1.29	0.893	1.466
4. Show all major options on the homepage	1.049	1.332	0.925	1.495
5. Enable access to the homepage from any other page on the website	0.663	1.283	0.556	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.058	1.391	0.969	1.505
10. Eliminate horizontal and vertical scrolling	0.855	1.269	0.878	1.237
11. Utility of internal link	0.928	1.304	0.904	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	0.326	0.305	0.305	0.326
15. Website information credibility (update/accurate information)	0.697	0.983	0.622	1.085
<b>Language</b>				
16. Multiple language versions of website	1.344	1.347	1.347	1.344
17. Text understandability	1.453	1.372	1.372	1.453
18. Spelling and grammatical errors	1.004	0.917	0.917	1.004
19. Use common word instead of Internet jargon/popular buzzwords	0.96	1.31	0.909	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.022	1.319	0.916	1.461
21. Logo of website is unique	0.504	1.214	0.52	1.181
22. Use meaningful link labels for linking to related content	0.899	0.851	0.851	0.899
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	1.309	1.21	1.21	1.309
25. Provide descriptive page titles/labels/headings	0.928	1.208	0.832	1.34
26. Provide meaningful information in multimedia	0.895	0.809	0.501	0.895

2.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Golden ocean Hotel (Tianjin)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.027	1.29	0.893	1.466
4. Show all major options on the homepage	1.049	1.332	0.925	1.495
5. Enable access to the homepage from any other page on the website	1.04	2.273	0.888	2.524
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	1.391	1.391	1.505
10. Eliminate horizontal and vertical scrolling	0.278	0.548	0.285	0.534
11. Utility of internal link	1.335	0.567	1.304	0.584
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	NA	NA	NA	NA
15. Website information credibility (update/accurate information)	0.697	0.983	0.622	1.085
<b>Language</b>				
16. Multiple language versions of website	1.344	0.936	1.347	0.937
17. Text understandability	0.647	0.954	0.601	1.018
18. Spelling and grammatical errors	0.638	0.575	0.575	0.638
19. Use common word instead of Internet jargon/popular buzzwords	0.607	0.909	0.57	0.96
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.022	1.319	0.916	1.461
21. Logo of website is unique	0.504	0.837	0.52	0.813
22. Use meaningful link labels for linking to related content	0.899	1.234	0.851	1.3
23. Present text clearly with high-contrast background	0.93	1.252	0.864	1.34
24. Font size of text	0.905	0.265	0.833	0.294
25. Provide descriptive page titles/labels/headings	0.928	1.208	0.832	1.34
26. Provide meaningful information in multimedia	0.895	1.176	0.809	1.295

3.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Empark Hotel (Fuzhou)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.027	1.29	0.893	1.466
4. Show all major options on the homepage	0.669	1.332	0.58	1.495
5. Enable access to the homepage from any other page on the website	1.04	1.283	0.888	1.482
6. Design an internal search engine	0.304	NA	0.288	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	0.675	1.391	0.611	1.505
10. Eliminate horizontal and vertical scrolling	0.855	1.269	0.878	1.237
11. Utility of internal link	0.307	0.904	0.296	0.928
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	NA	1.331	NA	1.392
15. Website information credibility (update/accurate information)	1.085	0.983	0.983	1.085
<b>Language</b>				
16. Multiple language versions of website	0.937	0.936	0.936	0.937
17. Text understandability	0.346	0.954	0.317	1.018
18. Spelling and grammatical errors	0.638	0.917	0.575	1.004
19. Use common word instead of Internet jargon/popular buzzwords	0.607	1.31	0.57	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	0.345	1.319	0.302	1.461
21. Logo of website is unique	0.504	1.214	0.52	1.181
22. Use meaningful link labels for linking to related content	0.56	0.851	0.529	0.899
23. Present text clearly with high-contrast background	0.583	0.864	0.538	0.93
24. Font size of text	0.294	0.833	0.265	0.905
25. Provide descriptive page titles/labels/headings	0.58	0.832	0.516	0.928
26. Provide meaningful information in multimedia	NA	0.809	NA	0.895



<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Sea View Garden Hotel (Qingdao)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	0.652	0.893	0.558	1.027
4. Show all major options on the homepage	1.049	1.332	0.925	1.495
5. Enable access to the homepage from any other page on the website	1.04	2.273	0.888	2.524
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.058	1.391	0.969	1.505
10. Eliminate horizontal and vertical scrolling	0.855	0.878	0.878	0.855
11. Utility of internal link	0.584	1.304	0.567	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	NA	NA	NA	NA
15. Website information credibility (update/accurate information)	0.38	0.331	0.331	0.38
<b>Language</b>				
16. Multiple language versions of website	0.937	0.936	0.936	0.937
17. Text understandability	0.647	0.601	0.601	0.647
18. Spelling and grammatical errors	0.343	0.575	0.301	0.638
19. Use common word instead of Internet jargon/popular buzzwords	0.607	0.57	0.57	0.607
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.022	0.916	0.916	1.022
21. Logo of website is unique	0.504	0.837	0.52	0.813
22. Use meaningful link labels for linking to related content	0.899	0.851	0.851	0.899
23. Present text clearly with high-contrast background	0.93	0.278	0.864	0.305
24. Font size of text	0.905	0.265	0.833	0.294
25. Provide descriptive page titles/labels/headings	0.58	1.208	0.516	1.34
26. Provide meaningful information in multimedia	0.559	0.809	0.501	0.895

## 5.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Jinshi Hotel (Xian) Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	0.652	1.29	0.558	1.466
4. Show all major options on the homepage	1.049	1.332	0.925	1.495
5. Enable access to the homepage from any other page on the website	1.04	2.273	0.888	2.524
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.058	2.42	0.969	2.555
10. Eliminate horizontal and vertical scrolling	0.855	1.269	0.878	1.237
11. Utility of internal link	0.928	0.567	0.904	0.584
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	NA	1.331	NA	1.392
15. Website information credibility (update/accurate information)	NA	0.622	NA	0.697
<b>Language</b>				
16. Multiple language versions of website	0.592	1.347	0.588	1.344
17. Text understandability	1.018	0.954	0.954	1.018
18. Spelling and grammatical errors	1.004	0.575	0.917	0.638
19. Use common word instead of Internet jargon/popular buzzwords	0.96	1.31	0.909	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	0.345	1.319	0.302	1.461
21. Logo of website is unique	0.259	0.269	0.269	0.259
22. Use meaningful link labels for linking to related content	0.56	0.529	0.529	0.56
23. Present text clearly with high-contrast background	0.583	0.864	0.538	0.93
24. Font size of text	0.565	0.833	0.516	0.905
25. Provide descriptive page titles/labels/headings	0.58	0.516	0.516	0.58
26. Provide meaningful information in multimedia	NA	0.501	NA	0.559

6.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Quanzhou Hotel (Fujian)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	0.652	1.29	0.558	1.466
4. Show all major options on the homepage	0.36	1.33	0.304	1.495
5. Enable access to the homepage from any other page on the website	1.04	1.28	0.888	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	0.675	1.39	0.611	1.505
10. Eliminate horizontal and vertical scrolling	0.855	0.88	0.878	0.855
11. Utility of internal link	0.584	1.3	0.567	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	0.587	NA	0.517	NA
14. Utility of the transaction function	0.972	1.33	0.925	1.392
15. Website information credibility (update/accurate information)	0.38	0.98	0.331	1.085
<b>Language</b>				
16. Multiple language versions of website	0.937	1.35	0.936	1.344
17. Text understandability	0.647	0.95	0.601	1.018
18. Spelling and grammatical errors	1.004	0.92	0.917	1.004
19. Use common word instead of Internet jargon/popular buzzwords	0.607	1.31	0.57	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	0.647	1.32	0.575	1.461
21. Logo of website is unique	0.504	0.52	0.52	0.504
22. Use meaningful link labels for linking to related content	0.56	0.85	0.529	0.899
23. Present text clearly with high-contrast background	0.305	0.86	0.278	0.93
24. Font size of text	0.565	0.83	0.516	0.905
25. Provide descriptive page titles/labels/headings	0.58	0.52	0.516	0.58
26. Provide meaningful information in multimedia	NA	0.5	NA	0.559

7.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Sweet Land Hotel (Dalian)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.027	1.29	0.893	1.466
4. Show all major options on the homepage	1.049	1.332	0.925	1.495
5. Enable access to the homepage from any other page on the website	1.04	1.283	0.888	1.482
6. Design an internal search engine	0.304	NA	0.288	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.058	1.391	0.969	1.505
10. Eliminate horizontal and vertical scrolling	0.855	1.269	0.878	1.237
11. Utility of internal link	0.307	0.904	0.296	0.928
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	NA	NA	NA	NA
15. Website information credibility (update/accurate information)	NA	0.622	NA	0.697
<b>Language</b>				
16. Multiple language versions of website	1.344	1.347	1.347	1.344
17. Text understandability	1.018	1.372	0.954	1.453
18. Spelling and grammatical errors	1.004	1.323	0.917	1.432
19. Use common word instead of Internet jargon/popular buzzwords	0.607	0.909	0.57	0.96
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	0.345	1.319	0.302	1.461
21. Logo of website is unique	0.504	0.837	0.52	0.813
22. Use meaningful link labels for linking to related content	0.56	0.851	0.529	0.899
23. Present text clearly with high-contrast background	0.93	0.864	0.864	0.93
24. Font size of text	0.905	0.833	0.833	0.905
25. Provide descriptive page titles/labels/headings	0.928	0.266	0.832	0.303
26. Provide meaningful information in multimedia	NA	0.809	NA	0.895

8.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Golden bay Hotel (Weihai)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.027	1.29	0.893	1.466
4. Show all major options on the homepage	1.049	1.332	0.925	1.495
5. Enable access to the homepage from any other page on the website	0.663	1.283	0.556	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.058	1.391	0.969	1.505
10. Eliminate horizontal and vertical scrolling	0.534	0.878	0.548	0.855
11. Utility of internal link	0.584	1.304	0.567	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	NA	NA	NA	NA
15. Website information credibility (update/accurate information)	0.697	0.983	0.622	1.085
<b>Language</b>				
16. Multiple language versions of website	0.937	1.347	0.936	1.344
17. Text understandability	1.018	0.954	0.954	1.018
18. Spelling and grammatical errors	1.004	0.575	0.917	0.638
19. Use common word instead of Internet jargon/popular buzzwords	0.96	0.909	0.909	0.96
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	1.319	1.319	1.461
21. Logo of website is unique	2.132	0.837	2.178	0.813
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	0.93	1.252	0.864	1.34
24. Font size of text	2.328	1.21	2.184	1.309
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34
26. Provide meaningful information in multimedia	0.895	1.176	0.809	1.295

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Agile Changjiang Hotel (Zhongshan)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
<b>Navigation</b>	1.466	1.29	1.29	1.466
3. Provide navigation options/navigation system	0.36	1.332	0.304	1.495
4. Show all major options on the homepage	1.04	0.888	0.888	1.04
5. Enable access to the homepage from any other page on the website	NA	NA	NA	NA
6. Design an internal search engine				
<b>Website friendliness (ease-of-use)</b>	0.675	1.391	0.611	1.505
9. Website learnability (easy to learn how to use the website)	0.534	0.878	0.548	0.855
10. Eliminate horizontal and vertical scrolling	0.928	1.304	0.904	1.335
11. Utility of internal link	NA	NA	NA	NA
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	NA	0.983	NA	1.085
15. Website information credibility (update/accurate information)				
<b>Language</b>	1.344	1.347	1.347	1.344
16. Multiple language versions of website	1.018	0.954	0.954	1.018
17. Text understandability	1.432	0.917	1.323	1.004
18. Spelling and grammatical errors	1.377	0.909	1.31	0.96
19. Use common word instead of Internet jargon/popular buzzwords				
<b>Overall layout and appearance</b>	1.461	1.319	1.319	1.461
20. Structure is easy to understand	0.813	1.214	0.837	1.181
21. Logo of website is unique	1.3	1.234	1.234	1.3
22. Use meaningful link labels for linking to related content	0.305	1.252	0.278	1.34
23. Present text clearly with high-contrast background	0.294	1.21	0.265	1.309
24. Font size of text	0.58	1.208	0.516	1.34
25. Provide descriptive page titles/labels/headings	0.559	1.176	0.501	1.295

10.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Fortunedays Hotel (Haerbin)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	NA	1.29	NA	1.466
4. Show all major options on the homepage	0.36	1.332	0.304	1.495
5. Enable access to the homepage from any other page on the website	0.357	1.283	0.29	1.482
6. Design an internal search engine	0.304	NA	0.288	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.058	1.391	0.969	1.505
10. Eliminate horizontal and vertical scrolling	0.855	1.269	0.878	1.237
11. Utility of internal link	0.928	1.304	0.904	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	NA	NA	NA	NA
15. Website information credibility (update/accurate information)	NA	0.331	NA	0.38
<b>Language</b>				
16. Multiple language versions of website	1.344	0.936	1.347	0.937
17. Text understandability	1.453	0.601	1.372	0.647
18. Spelling and grammatical errors	0.343	0.301	0.301	0.343
19. Use common word instead of Internet jargon/popular buzzwords	1.377	0.909	1.31	0.96
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.022	1.319	0.916	1.461
21. Logo of website is unique	0.259	NA	0.269	NA
22. Use meaningful link labels for linking to related content	0.291	0.273	0.273	0.291
23. Present text clearly with high-contrast background	0.305	0.864	0.278	0.93
24. Font size of text	0.294	0.516	0.265	0.565
25. Provide descriptive page titles/labels/headings	0.58	0.266	0.516	0.303
26. Provide meaningful information in multimedia	0.29	0.258	0.258	0.29

## 11.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Wenzhou Overseas Chinese Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	NA	1.29	NA	1.466
4. Show all major options on the homepage	1.495	1.332	1.332	1.495
5. Enable access to the homepage from any other page on the website	1.482	0.888	1.283	1.04
6. Design an internal search engine	NA	1.278	NA	1.321
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	0.675	1.391	0.611	1.505
10. Eliminate horizontal and vertical scrolling	0.278	0.548	0.285	0.534
11. Utility of internal link	0.584	0.567	0.567	0.584
12. Download and print function	NA	1.292	NA	1.412
13. Inform users of long downloading time	NA	1.205	NA	1.339
14. Utility of the transaction function	NA	1.331	NA	1.392
15. Website information credibility (update/accurate information)	NA	0.983	NA	1.085
<b>Language</b>				
16. Multiple language versions of website	1.344	1.347	1.347	1.344
17. Text understandability	1.453	0.601	1.372	0.647
18. Spelling and grammatical errors	1.432	0.575	1.323	0.638
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.022	1.319	0.916	1.461
21. Logo of website is unique	0.813	NA	0.837	NA
22. Use meaningful link labels for linking to related content	0.899	0.851	0.851	0.899
23. Present text clearly with high-contrast background	1.34	0.864	1.252	0.93
24. Font size of text	0.565	0.833	0.516	0.905
25. Provide descriptive page titles/labels/headings	0.58	1.208	0.516	1.34
26. Provide meaningful information in multimedia	0.559	1.176	0.501	1.295



12.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>XiangMing (Hugangshan) Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	0.652	1.29	0.558	1.466
4. Show all major options on the homepage	1.049	1.332	0.925	1.495
5. Enable access to the homepage from any other page on the website	NA	1.283	NA	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	0.364	NA	0.323	NA
10. Eliminate horizontal and vertical scrolling	0.278	1.269	0.285	1.237
11. Utility of internal link	NA	1.304	NA	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	NA	NA	NA	NA
15. Website information credibility (update/accurate information)	NA	0.983	NA	1.085
<b>Language</b>				
16. Multiple language versions of website	0.313	0.936	0.309	0.937
17. Text understandability	0.647	0.954	0.601	1.018
18. Spelling and grammatical errors	1.432	0.917	1.323	1.004
19. Use common word instead of Internet jargon/popular buzzwords	1.377	0.909	1.31	0.96
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	0.345	1.319	0.302	1.461
21. Logo of website is unique	1.181	0.837	1.214	0.813
22. Use meaningful link labels for linking to related content	0.291	1.234	0.273	1.3
23. Present text clearly with high-contrast background	0.305	1.252	0.278	1.34
24. Font size of text	0.294	0.833	0.265	0.905
25. Provide descriptive page titles/labels/headings	0.58	1.208	0.516	1.34
26. Provide meaningful information in multimedia	0.559	1.176	0.501	1.295

13.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Pavilion Hotel (Shenzhen)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.027	1.29	0.893	1.466
4. Show all major options on the homepage	1.495	1.332	1.332	1.495
5. Enable access to the homepage from any other page on the website	1.482	1.283	1.283	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	2.42	1.391	2.555
10. Eliminate horizontal and vertical scrolling	0.855	1.269	0.878	1.237
11. Utility of internal link	1.335	1.304	1.304	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	2.161	NA	2.337
14. Utility of the transaction function	1.392	1.331	1.331	1.392
15. Website information credibility (update/accurate information)	NA	1.407	NA	1.538
<b>Language</b>				
16. Multiple language versions of website	1.344	1.347	1.347	1.344
17. Text understandability	1.453	1.372	1.372	1.453
18. Spelling and grammatical errors	1.432	1.323	1.323	1.432
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	1.319	1.319	1.461
21. Logo of website is unique	0.813	0.837	0.837	0.813
22. Use meaningful link labels for linking to related content	1.3	0.851	1.234	0.899
23. Present text clearly with high-contrast background	1.34	2.239	1.252	2.364
24. Font size of text	1.309	0.833	1.21	0.905
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34
26. Provide meaningful information in multimedia	1.295	1.176	1.176	1.295

14.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>West Lake Hill view International Hotel (Hangzhou)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.027	0.893	0.893	1.027
4. Show all major options on the homepage	1.049	1.332	0.925	1.495
5. Enable access to the homepage from any other page on the website	1.482	1.283	1.283	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	0.611	1.391	0.675
10. Eliminate horizontal and vertical scrolling	1.237	1.269	1.269	1.237
11. Utility of internal link	1.335	0.904	1.304	0.928
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	1.392	0.305	1.331	0.326
15. Website information credibility (update/accurate information)	NA	0.983	NA	1.085
<b>Language</b>				
16. Multiple language versions of website	1.344	1.347	1.347	1.344
17. Text understandability	0.647	1.372	0.601	1.453
18. Spelling and grammatical errors	0.638	0.917	0.575	1.004
19. Use common word instead of Internet jargon/popular buzzwords	0.96	1.31	0.909	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	0.916	1.319	1.022
21. Logo of website is unique	1.181	0.52	1.214	0.504
22. Use meaningful link labels for linking to related content	NA	1.234	NA	1.3
23. Present text clearly with high-contrast background	0.93	0.538	0.864	0.583
24. Font size of text	0.905	0.516	0.833	0.565
25. Provide descriptive page titles/labels/headings	0.928	1.208	0.832	1.34
26. Provide meaningful information in multimedia	0.29	0.501	0.258	0.559

15.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>White Swan Hotel (Guangzhou)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	2.287	1.29	2.513
4. Show all major options on the homepage	1.495	2.346	1.332	2.547
5. Enable access to the homepage from any other page on the website	1.482	2.273	1.283	2.524
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	2.42	1.391	2.555
10. Eliminate horizontal and vertical scrolling	0.855	1.269	0.878	1.237
11. Utility of internal link	1.335	1.304	1.304	1.335
12. Download and print function	NA	0.895	NA	0.985
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	1.392	2.336	1.331	2.412
15. Website information credibility (update/accurate information)	NA	2.43	NA	2.579
<b>Language</b>				
16. Multiple language versions of website	1.344	2.365	1.347	2.336
17. Text understandability	1.453	2.398	1.372	2.491
18. Spelling and grammatical errors	1.432	1.323	1.323	1.432
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	2.32	1.319	2.518
21. Logo of website is unique	1.181	2.178	1.214	2.132
22. Use meaningful link labels for linking to related content	1.3	2.217	1.234	2.318
23. Present text clearly with high-contrast background	1.34	2.239	1.252	2.364
24. Font size of text	1.309	2.184	1.21	2.328
25. Provide descriptive page titles/labels/headings	1.34	2.176	1.208	2.372
26. Provide meaningful information in multimedia	0.895	2.123	0.809	2.305

16.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Grand Bay view Hotel (Zhuhai)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.027	0.558	0.893	0.652
4. Show all major options on the homepage	1.495	0.925	1.332	1.049
5. Enable access to the homepage from any other page on the website	1.482	2.273	1.283	2.524
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.058	0.969	0.969	1.058
10. Eliminate horizontal and vertical scrolling	0.855	0.548	0.878	0.534
11. Utility of internal link	1.335	0.567	1.304	0.584
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	0.831	NA	0.932
14. Utility of the transaction function	0.614	NA	0.581	NA
15. Website information credibility (update/accurate information)	1.085	1.407	0.983	1.538
<b>Language</b>				
16. Multiple language versions of website	0.937	1.347	0.936	1.344
17. Text understandability	1.018	1.372	0.954	1.453
18. Spelling and grammatical errors	1.432	1.323	1.323	1.432
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.022	0.575	0.916	0.647
21. Logo of website is unique	0.813	1.214	0.837	1.181
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	1.309	0.833	1.21	0.905
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34
26. Provide meaningful information in multimedia	1.295	2.123	1.176	2.305

17.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Peony International Hotel (Xiamen)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	1.29	1.29	1.466
4. Show all major options on the homepage	1.495	1.332	1.332	1.495
5. Enable access to the homepage from any other page on the website	1.482	2.273	1.283	2.524
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	NA	1.391	NA	1.505
10. Eliminate horizontal and vertical scrolling	0.855	0.878	0.878	0.855
11. Utility of internal link	1.335	0.904	1.304	0.928
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	0.614	2.336	0.581	2.412
15. Website information credibility (update/accurate information)	0.697	1.407	0.622	1.538
<b>Language</b>				
16. Multiple language versions of website	0.937	1.347	0.936	1.344
17. Text understandability	1.018	1.372	0.954	1.453
18. Spelling and grammatical errors	1.432	0.917	1.323	1.004
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	1.319	1.319	1.461
21. Logo of website is unique	1.181	0.837	1.214	0.813
22. Use meaningful link labels for linking to related content	0.899	0.529	0.851	0.56
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	0.905	0.833	0.833	0.905
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34
26. Provide meaningful information in multimedia	0.895	0.501	0.809	0.559

18.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>MingCheng International Hotel (Changsha)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	0.893	1.29	1.027
4. Show all major options on the homepage	0.36	0.925	0.304	1.049
5. Enable access to the homepage from any other page on the website	1.482	1.283	1.283	1.482
6. Design an internal search engine	0.304	NA	0.288	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	1.391	1.391	1.505
10. Eliminate horizontal and vertical scrolling	0.278	1.269	0.285	1.237
11. Utility of internal link	1.335	1.304	1.304	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	NA	NA	NA	NA
15. Website information credibility (update/accurate information)	1.538	NA	1.407	NA
<b>Language</b>				
16. Multiple language versions of website	0.937	0.936	0.936	0.937
17. Text understandability	0.647	0.954	0.601	1.018
18. Spelling and grammatical errors	0.343	0.917	0.301	1.004
19. Use common word instead of Internet jargon/popular buzzwords	0.96	0.909	0.909	0.96
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	0.647	0.916	0.575	1.022
21. Logo of website is unique	0.504	1.214	0.52	1.181
22. Use meaningful link labels for linking to related content	0.899	1.234	0.851	1.3
23. Present text clearly with high-contrast background	0.305	1.252	0.278	1.34
24. Font size of text	0.294	1.21	0.265	1.309
25. Provide descriptive page titles/labels/headings	1.34	0.832	1.208	0.928
26. Provide meaningful information in multimedia	1.295	0.809	1.176	0.895

19.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>International Conference Hotel (Nanjing)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.027	0.558	0.893	0.652
4. Show all major options on the homepage	1.049	0.304	0.925	0.36
5. Enable access to the homepage from any other page on the website	1.04	0.888	0.888	1.04
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	0.611	1.391	0.675
10. Eliminate horizontal and vertical scrolling	0.855	0.285	0.878	0.278
11. Utility of internal link	0.928	1.304	0.904	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	NA	NA	NA	NA
15. Website information credibility (update/accurate information)	0.697	0.331	0.622	0.38
<b>Language</b>				
16. Multiple language versions of website	0.937	0.936	0.936	0.937
17. Text understandability	1.018	0.601	0.954	0.647
18. Spelling and grammatical errors	1.004	0.575	0.917	0.638
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	0.302	1.319	0.345
21. Logo of website is unique	0.813	0.837	0.837	0.813
22. Use meaningful link labels for linking to related content	1.3	0.529	1.234	0.56
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	1.309	0.833	1.21	0.905
25. Provide descriptive page titles/labels/headings	0.928	0.266	0.832	0.303
26. Provide meaningful information in multimedia	0.895	0.501	0.809	0.559



20.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Carlton Hotel (Chongqing)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	2.513	1.29	2.287	1.466
4. Show all major options on the homepage	2.547	1.332	2.346	1.495
5. Enable access to the homepage from any other page on the website	0.663	1.283	0.556	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	2.555	1.391	2.42	1.505
10. Eliminate horizontal and vertical scrolling	2.201	1.269	2.254	1.237
11. Utility of internal link	0.928	1.304	0.904	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	0.972	NA	0.925	NA
15. Website information credibility (update/accurate information)	1.085	NA	0.983	NA
<b>Language</b>				
16. Multiple language versions of website	0.937	0.936	0.936	0.937
17. Text understandability	1.018	1.372	0.954	1.453
18. Spelling and grammatical errors	0.638	0.917	0.575	1.004
19. Use common word instead of Internet jargon/popular buzzwords	2.388	0.909	2.309	0.96
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	2.518	1.319	2.32	1.461
21. Logo of website is unique	0.504	1.214	0.52	1.181
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	1.309	1.21	1.21	1.309
25. Provide descriptive page titles/labels/headings	0.928	1.208	0.832	1.34
26. Provide meaningful information in multimedia	1.295	0.809	1.176	0.895

21.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Buena Vista Gulf Hotel (Yantai)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	2.513	1.29	2.287	1.466
4. Show all major options on the homepage	2.547	1.332	2.346	1.495
5. Enable access to the homepage from any other page on the website	2.524	1.283	2.273	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	2.555	1.391	2.42	1.505
10. Eliminate horizontal and vertical scrolling	1.237	1.269	1.269	1.237
11. Utility of internal link	2.339	1.304	2.303	1.335
12. Download and print function	2.446	1.292	2.286	1.412
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	1.392	NA	1.331	NA
15. Website information credibility (update/accurate information)	1.538	1.407	1.407	1.538
<b>Language</b>				
16. Multiple language versions of website	0.937	1.347	0.936	1.344
17. Text understandability	1.453	1.372	1.372	1.453
18. Spelling and grammatical errors	1.432	1.323	1.323	1.432
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	2.518	1.319	2.32	1.461
21. Logo of website is unique	1.181	1.214	1.214	1.181
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	2.364	2.239	2.239	2.364
24. Font size of text	2.328	1.21	2.184	1.309
25. Provide descriptive page titles/labels/headings	2.372	1.208	2.176	1.34
26. Provide meaningful information in multimedia	2.305	0.809	2.123	0.895

22.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Lijiang Water Fall (Guilin) Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	2.513	0.56	2.287	0.652
4. Show all major options on the homepage	2.547	1.33	2.346	1.495
5. Enable access to the homepage from any other page on the website	2.524	1.28	2.273	1.482
6. Design an internal search engine	1.321	0.89	1.278	0.918
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	2.555	0.97	2.42	1.058
10. Eliminate horizontal and vertical scrolling	2.201	0.55	2.254	0.534
11. Utility of internal link	2.339	1.3	2.303	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	2.412	NA	2.336	NA
15. Website information credibility (update/accurate information)	2.579	NA	2.43	NA
<b>Language</b>				
16. Multiple language versions of website	2.336	0.94	2.365	0.937
17. Text understandability	1.453	0.95	1.372	1.018
18. Spelling and grammatical errors	2.447	0.92	2.332	1.004
19. Use common word instead of Internet jargon/popular buzzwords	2.388	0.91	2.309	0.96
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	2.518	1.32	2.32	1.461
21. Logo of website is unique	2.132	2.18	2.178	2.132
22. Use meaningful link labels for linking to related content	2.318	0.85	2.217	0.899
23. Present text clearly with high-contrast background	2.364	0.86	2.239	0.93
24. Font size of text	2.328	1.21	2.184	1.309
25. Provide descriptive page titles/labels/headings	2.372	0.83	2.176	0.928
26. Provide meaningful information in multimedia	2.305	1.18	2.123	1.295

23.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Jinling (Wuxi) Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	1.29	1.29	1.466
4. Show all major options on the homepage	1.495	1.332	1.332	1.495
5. Enable access to the homepage from any other page on the website	1.482	1.283	1.283	1.482
6. Design an internal search engine	0.918	NA	0.885	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	1.391	1.391	1.505
10. Eliminate horizontal and vertical scrolling	1.237	1.269	1.269	1.237
11. Utility of internal link	1.335	1.304	1.304	1.335
12. Download and print function	2.446	1.292	2.286	1.412
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	1.392	1.331	1.331	1.392
15. Website information credibility (update/accurate information)	1.538	1.407	1.407	1.538
<b>Language</b>				
16. Multiple language versions of website	0.937	0.936	0.936	0.937
17. Text understandability	0.346	1.372	0.317	1.453
18. Spelling and grammatical errors	0.343	1.323	0.301	1.432
19. Use common word instead of Internet jargon/popular buzzwords	0.322	1.31	0.298	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	0.647	1.319	0.575	1.461
21. Logo of website is unique	0.259	1.214	0.269	1.181
22. Use meaningful link labels for linking to related content	2.318	1.234	2.217	1.3
23. Present text clearly with high-contrast background	1.34	2.239	1.252	2.364
24. Font size of text	1.309	2.184	1.21	2.328
25. Provide descriptive page titles/labels/headings	0.303	0.832	1.208	0.928
26. Provide meaningful information in multimedia	0.895	0.809	1.176	0.895

24.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Sun rise (Shenyang) Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.027	1.29	0.893	1.466
4. Show all major options on the homepage	1.049	1.332	0.925	1.495
5. Enable access to the homepage from any other page on the website	1.04	1.283	0.888	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.058	1.391	0.969	1.505
10. Eliminate horizontal and vertical scrolling	0.855	1.269	0.878	1.237
11. Utility of internal link	0.307	1.304	0.296	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	NA	0.925	NA	0.972
15. Website information credibility (update/accurate information)	1.085	0.983	0.983	1.085
<b>Language</b>				
16. Multiple language versions of website	1.344	0.309	1.347	0.313
17. Text understandability	0.647	0.317	0.601	0.346
18. Spelling and grammatical errors	0.343	0.301	0.301	0.343
19. Use common word instead of Internet jargon/popular buzzwords	0.607	0.909	0.57	0.96
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	0.647	0.916	0.575	1.022
21. Logo of website is unique	1.181	0.837	1.214	0.813
22. Use meaningful link labels for linking to related content	0.56	0.851	0.529	0.899
23. Present text clearly with high-contrast background	0.305	0.864	0.278	0.93
24. Font size of text	0.294	0.833	0.265	0.905
25. Provide descriptive page titles/labels/headings	0.928	1.208	0.266	1.34
26. Provide meaningful information in multimedia	0.895	1.176	0.809	1.295

25.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Resort In time (Sanya) Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	0.893	1.29	1.027
4. Show all major options on the homepage	1.495	1.332	1.332	1.495
5. Enable access to the homepage from any other page on the website	1.482	1.283	1.283	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	0.675	0.969	0.611	1.058
10. Eliminate horizontal and vertical scrolling	0.534	1.269	0.548	1.237
11. Utility of internal link	0.307	1.304	0.296	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	0.932	NA	0.831	NA
14. Utility of the transaction function	0.972	1.331	0.925	1.392
15. Website information credibility (update/accurate information)	NA	1.407	NA	1.538
<b>Language</b>				
16. Multiple language versions of website	2.336	1.347	2.365	1.344
17. Text understandability	1.453	0.601	1.372	0.647
18. Spelling and grammatical errors	1.004	1.323	0.917	1.432
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	0.345	0.916	0.302	1.022
21. Logo of website is unique	0.504	0.837	0.52	0.813
22. Use meaningful link labels for linking to related content	0.899	1.234	0.851	1.3
23. Present text clearly with high-contrast background	0.93	0.864	0.864	0.93
24. Font size of text	0.294	0.833	0.265	0.905
25. Provide descriptive page titles/labels/headings	1.34	1.208	0.832	1.34
26. Provide meaningful information in multimedia	1.295	0.501	0.809	0.559

26.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>New World Hotel (Wuhan)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	1.29	1.29	1.466
4. Show all major options on the homepage	1.495	1.332	1.332	1.495
5. Enable access to the homepage from any other page on the website	1.482	1.283	1.283	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	2.555	1.391	2.42	1.505
10. Eliminate horizontal and vertical scrolling	1.237	1.269	1.269	1.237
11. Utility of internal link	1.335	1.304	1.304	1.335
12. Download and print function	NA	1.292	NA	1.412
13. Inform users of long downloading time	NA	1.205	NA	1.339
14. Utility of the transaction function	1.392	1.331	1.331	1.392
15. Website information credibility (update/accurate information)	1.538	1.407	1.407	1.538
<b>Language</b>				
16. Multiple language versions of website	1.344	2.365	1.347	2.336
17. Text understandability	1.453	1.372	1.372	1.453
18. Spelling and grammatical errors	1.004	1.323	0.917	1.432
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	1.319	1.319	1.461
21. Logo of website is unique	1.181	0.837	1.214	0.813
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	1.309	1.21	1.21	1.309
25. Provide descriptive page titles/labels/headings	0.93	0.832	1.208	0.928
26. Provide meaningful information in multimedia	0.9	1.176	1.176	1.295

27.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Yuanzhou (Ningbo) Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	NA	0.558	NA	0.652
4. Show all major options on the homepage	0.36	0.925	0.304	1.049
5. Enable access to the homepage from any other page on the website	0.663	0.888	0.556	1.04
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	0.675	NA	0.611	NA
10. Eliminate horizontal and vertical scrolling	0.855	1.269	0.878	1.237
11. Utility of internal link	0.307	1.304	0.296	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	0.932	NA	0.831	NA
14. Utility of the transaction function	NA	NA	NA	NA
15. Website information credibility (update/accurate information)	NA	NA	NA	NA
<b>Language</b>				
16. Multiple language versions of website	1.344	0.588	1.347	0.592
17. Text understandability	0.647	0.954	0.601	1.018
18. Spelling and grammatical errors	0.343	0.917	0.301	1.004
19. Use common word instead of Internet jargon/popular buzzwords	0.607	0.909	0.57	0.96
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.022	1.319	0.916	1.461
21. Logo of website is unique	0.504	1.214	0.52	1.181
22. Use meaningful link labels for linking to related content	0.291	1.234	0.273	1.3
23. Present text clearly with high-contrast background	0.583	0.864	0.538	0.93
24. Font size of text	0.905	0.833	0.833	0.905
25. Provide descriptive page titles/labels/headings	0.928	1.208	0.832	1.34
26. Provide meaningful information in multimedia	0.559	NA	0.809	NA



28.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Hong Qiao State Guest Hotel (Shanghai)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	1.29	1.29	1.466
4. Show all major options on the homepage	1.495	1.332	1.332	1.495
5. Enable access to the homepage from any other page on the website	NA	0.888	NA	1.04
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	1.391	1.391	1.505
10. Eliminate horizontal and vertical scrolling	0.855	0.878	0.878	0.855
11. Utility of internal link	1.335	NA	1.304	NA
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	0.972	1.331	0.925	1.392
15. Website information credibility (update/accurate information)	NA	1.407	NA	1.538
<b>Language</b>				
16. Multiple language versions of website	1.344	2.365	1.347	2.336
17. Text understandability	1.453	1.372	1.372	1.453
18. Spelling and grammatical errors	0.638	1.323	0.575	1.432
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	1.319	1.319	1.461
21. Logo of website is unique	0.813	2.178	0.837	2.132
22. Use meaningful link labels for linking to related content	0.56	1.234	0.529	1.3
23. Present text clearly with high-contrast background	1.34	2.239	1.252	2.364
24. Font size of text	1.309	2.184	1.21	2.328
25. Provide descriptive page titles/labels/headings	0.928	2.176	0.832	2.372
26. Provide meaningful information in multimedia	1.295	2.123	1.176	2.305

29.

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>ZhaoLong (Beijing) Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	1.29	1.29	1.466
4. Show all major options on the homepage	1.495	NA	1.332	NA
5. Enable access to the homepage from any other page on the website	1.482	1.283	1.283	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	1.391	1.391	1.505
10. Eliminate horizontal and vertical scrolling	0.855	1.269	0.878	1.237
11. Utility of internal link	1.335	1.304	1.304	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	1.392	1.331	1.331	1.392
15. Website information credibility (update/accurate information)	NA	0.983	NA	1.085
<b>Language</b>				
16. Multiple language versions of website	0.937	1.347	0.936	1.344
17. Text understandability	1.453	0.601	1.372	0.647
18. Spelling and grammatical errors	1.432	0.917	1.323	1.004
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	1.319	1.319	1.461
21. Logo of website is unique	0.813	1.214	0.837	1.181
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	1.309	1.21	1.21	1.309
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34
26. Provide meaningful information in multimedia	1.295	0.809	1.176	0.895

<b>Usability Performance of the Selected China-based Hotel Website</b>	<b>Garden Hotel (Suzhou)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	2.287	1.2897	2.513
4. Show all major options on the homepage	1.495	2.346	1.3324	2.547
5. Enable access to the homepage from any other page on the website	1.482	2.273	1.2828	2.5241
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	2.42	1.3907	2.555
10. Eliminate horizontal and vertical scrolling	0.855	0.878	0.8776	0.8555
11. Utility of internal link	1.335	2.303	1.3044	2.3391
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	0.932	NA	0.831	NA
14. Utility of the transaction function	0.614	NA	0.5811	NA
15. Website information credibility (update/accurate information)	0.697	1.407	0.6224	1.5381
<b>Language</b>				
16. Multiple language versions of website	0.937	1.347	0.9359	1.3444
17. Text understandability	1.453	1.372	1.3719	1.453
18. Spelling and grammatical errors	0.343	0.917	0.301	1.0036
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.3099	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	2.32	1.3192	2.5177
21. Logo of website is unique	1.181	1.214	1.2142	1.1813
22. Use meaningful link labels for linking to related content	1.3	1.234	1.2344	1.3004
23. Present text clearly with high-contrast background	1.34	2.239	1.2518	2.3641
24. Font size of text	1.309	1.21	1.2103	1.309
25. Provide descriptive page titles/labels/headings	1.34	0.832	1.208	0.9279
26. Provide meaningful information in multimedia	0.895	2.123	0.809	2.3055

## Appendix G: Lowest and Highest Score of China-based Luxury Hotel Websites

<b>Lowest Performance Score of Usability Attributes</b>	<b>CC</b>	<b>II</b>	<b>CI</b>	<b>IC</b>
<b>Navigation</b>				
3. Provide navigation options/navigation system	0.558	0.652	0.558	0.652
4. Show all major options on the homepage	0.304	0.36	0.304	0.36
5. Enable access to the homepage from any other page on the website	0.888	0.357	0.29	1.04
6. Design an internal search engine	0.885	0.304	0.288	0.918
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	0.611	0.364	0.323	0.675
10. Eliminate horizontal and vertical scrolling	0.285	0.278	0.285	0.278
11. Utility of internal link	0.567	0.307	0.296	0.584
12. Download and print function	0.895	2.446	2.286	0.985
13. Inform users of long downloading time	0.831	0.587	0.517	0.932
14. Utility of the transaction function	0.305	0.326	0.305	0.326
15. Website information credibility (update/accurate information)	0.331	0.38	0.331	0.38
<b>Language</b>				
16. Multiple language versions of website	0.309	0.313	0.309	0.313
17. Text understandability	0.317	0.346	0.317	0.346
18. Spelling and grammatical errors	0.301	0.343	0.301	0.343
19. Use common word instead of Internet jargon/popular buzzwords	0.57	0.322	0.298	0.607
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	0.302	0.345	0.302	0.345
21. Logo of website is unique	0.269	0.259	0.269	0.259
22. Use meaningful link labels for linking to related content	0.273	0.56	0.273	0.291
23. Present text clearly with high-contrast background	0.278	0.305	0.278	0.305
24. Font size of text	0.265	0.294	0.265	0.294
25. Provide descriptive page titles/labels/headings	0.266	0.303	0.266	0.303
26. Provide meaningful information in multimedia	0.258	0.29	0.258	0.29

<b>Lowest Performance Score of Functionality Attributes</b>	<b>CC</b>	<b>II</b>	<b>CI</b>	<b>IC</b>
<b>General information</b>				
1. Hotel descriptions (hotel introduction)	0.643	0.692	0.643	0.692
2. Hotel location (maps, traffic information about how to reach the hotel)	0.36	0.393	0.36	0.393
3. Hotel facilities (guest room, restaurants and meeting facilities)	0.631	0.378	0.334	0.696
4. Promotion of products (special offers, frequent guest programs)	0.317	0.324	0.317	0.324
5. Availability of virtual tours/video files of the hotel	0.281	0.304	0.281	0.304
<b>Reservation information</b>				
6. Room rate	0.361	0.42	0.361	0.42
7. Room availability	0.578	0.409	0.304	0.74
8. View or cancel reservations	0.338	0.376	0.338	0.376
9. Check in and check-out time	0.325	0.347	0.325	0.347
10. Price ranges of different products/services	0.618	0.351	0.328	0.654
11. Payment options	0.625	0.35	0.333	0.651
12. Secured payment systems	0.358	0.38	0.358	0.38
13. Worldwide reservations phone number	0.608	0.321	0.322	0.603
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.602	0.3	0.318	0.571
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.577	0.283	0.302	0.544
16. Online forum (BBS or providing a link to a third party websites)	0.266	0.208	0.266	0.208
17. Staff directory search function	0.245	0.637	0.777	0.193
18. Create or modify personal profile for customers	0.81	0.681	0.81	0.681
19. Links to other related businesses	0.496	0.192	0.254	0.386
20. Product warranty/legality	0.568	0.217	0.297	0.429
<b>Surrounding area information</b>				
21. Transportation	0.333	0.317	0.333	0.317
22. Airport information	0.315	0.313	0.315	0.313
23. Main attractions of the destination	0.296	0.301	0.296	0.301
24. General information about the destination	0.295	0.294	0.295	0.294
25. Weather report	0.876	0.495	0.547	0.799

<b>Highest Performance Score of Usability Attributes</b>	<b>CC</b>	<b>II</b>	<b>CI</b>	<b>IC</b>
<b>Navigation</b>				
3. Provide navigation options/navigation system	2.287	2.513	2.287	2.513
4. Show all major options on the homepage	2.346	2.547	2.346	2.547
5. Enable access to the homepage from any other page on the website	2.273	2.524	2.273	2.524
6. Design an internal search engine	1.278	1.321	1.278	1.321
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	2.42	2.555	2.42	2.555
10. Eliminate horizontal and vertical scrolling	1.269	2.201	2.254	1.237
11. Utility of internal link	2.303	2.339	2.303	2.339
12. Download and print function	1.292	2.446	2.286	1.412
13. Inform users of long downloading time	2.161	0.932	0.831	2.337
14. Utility of the transaction function	2.336	2.412	2.336	2.412
15. Website information credibility (update/accurate information)	2.43	2.579	2.43	2.579
<b>Language</b>				
16. Multiple language versions of website	2.365	2.336	2.365	2.336
17. Text understandability	2.398	1.453	1.372	2.491
18. Spelling and grammatical errors	1.323	2.447	2.332	1.432
19. Use common word instead of Internet jargon/popular buzzwords	1.31	2.388	2.309	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	2.32	2.518	2.32	2.518
21. Logo of website is unique	2.178	2.132	2.178	2.132
22. Use meaningful link labels for linking to related content	2.217	2.318	2.217	2.318
23. Present text clearly with high-contrast background	2.239	2.364	2.239	2.364
24. Font size of text	2.184	2.328	2.184	2.328
25. Provide descriptive page titles/labels/headings	2.176	2.372	2.176	2.372
26. Provide meaningful information in multimedia	2.123	2.305	2.123	2.305

<b>Highest Performance Score of Functionality Attributes</b>	<b>CC</b>	<b>II</b>	<b>CI</b>	<b>IC</b>
<b>General information</b>				
1. Hotel descriptions (hotel introduction)	2.508	2.601	2.508	2.601
2. Hotel location (maps, traffic information about how to reach the hotel)	2.559	2.63	2.559	2.63
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.492	2.594	2.492	2.594
4. Promotion of products (special offers, frequent guest programs)	2.407	2.416	2.407	2.416
5. Availability of virtual tours/video files of the hotel	1.263	2.307	1.263	1.318
<b>Reservation information</b>				
6. Room rate	2.532	2.662	2.532	2.662
7. Room availability	2.331	2.644	2.331	2.644
8. View or cancel reservations	2.463	2.568	2.463	2.568
9. Check in and check-out time	2.41	2.47	2.41	2.47
10. Price ranges of different products/services	2.433	2.504	2.433	2.504
11. Payment options	2.438	2.484	2.438	2.484
12. Secured payment systems	2.526	2.553	2.526	2.553
13. Worldwide reservations phone number	2.402	2.357	2.402	2.357
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	2.395	2.289	2.395	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	2.337	2.236	2.337	2.236
16. Online forum (BBS or providing a link to a third party websites)	1.21	1.849	2.179	0.995
17. Staff directory search function	0.48	0.637	0.777	0.388
18. Create or modify personal profile for customers	2.118	1.853	2.118	1.853
19. Links to other related businesses	2.11	1.756	2.11	1.756
20. Product warranty/legality	2.31	1.881	2.31	1.881
<b>Surrounding area information</b>				
21. Transportation	2.454	2.389	2.454	2.389
22. Airport information	2.389	1.352	1.366	2.358
23. Main attractions of the destination	2.321	2.324	2.321	2.324
24. General information about the destination	1.305	2.299	2.313	1.3
25. Weather report	2.257	2.102	2.257	2.102

## Appendix H: Functionality Performance of China-based Luxury Hotel Websites

1.

Functionality Performance of the Selected China-based Hotel Website	Bank Hotel (Kunming)			
General information	II	CC	CI	IC
1. Hotel descriptions (hotel introduction)	1.082	1.453	1.015	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.115	1.499	1.052	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.086	1.434	1	1.541
4. Promotion of products (special offers, frequent guest programs)	0.612	1.376	0.602	1.39
5. Availability of virtual tours/video files of the hotel	NA	NA	NA	NA
Reservation information				
6. Room rate	0.754	1.492	0.669	1.63
7. Room availability	NA	0.578	NA	0.74
8. View or cancel reservations	NA	0.634	NA	0.691
9. Check in and check-out time	0.347	1.389	0.325	1.446
10. Price ranges of different products/services	NA	1.403	NA	1.465
11. Payment options	NA	0.625	NA	0.651
12. Secured payment systems	NA	NA	NA	NA
13. Worldwide reservations phone number	NA	0.964	NA	0.953
Website management				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.908	1.372	0.955	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.283	NA	0.302	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	NA	NA	NA
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	NA	NA	NA	NA
Surrounding area information				
21. Transportation	NA	1.418	NA	1.369
22. Airport information	0.941	NA	0.95	NA
23. Main attractions of the destination	NA	NA	NA	NA
24. General information about the destination	0.294	1.305	0.295	1.3
25. Weather report	NA	NA	NA	NA



2.

<b>Functionality Performance of the Selected China-based Hotel Website</b>	<b>Golden ocean Hotel (Tianjin)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
<b>General information</b>	1.082	1.02	1.015	1.082
1. Hotel descriptions (hotel introduction)	0.718	1.05	0.669	1.115
2. Hotel location (maps, traffic information about how to reach the hotel)	1.086	1.43	1	1.541
3. Hotel facilities (guest room, restaurants and meeting facilities)	NA	NA	NA	NA
4. Promotion of products (special offers, frequent guest programs)	0.917	NA	0.871	NA
5. Availability of virtual tours/video files of the hotel				
<b>Reservation information</b>	1.63	1.49	1.492	1.63
6. Room rate	1.142	NA	0.921	NA
7. Room availability	1.077	1	1	1.077
8. View or cancel reservations	1.014	0.97	0.969	1.014
9. Check in and check-out time	1.027	1.4	0.978	1.465
10. Price ranges of different products/services	NA	NA	NA	NA
11. Payment options	NA	NA	NA	NA
12. Secured payment systems	NA	NA	NA	NA
13. Worldwide reservations phone number				
<b>Website management</b>	1.306	1.37	1.372	1.306
14. Contact information (telephone number/e-mail address, contact person and fax number)	NA	NA	NA	NA
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	NA	NA	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	1.18	NA	0.999
18. Create or modify personal profile for customers	0.634	1.17	0.801	0.935
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality				
<b>Surrounding area information</b>	0.317	0.63	0.333	0.601
21. Transportation	NA	NA	NA	NA
22. Airport information	0.916	1.31	0.908	1.319
23. Main attractions of the destination	0.9	1.3	0.904	1.3
24. General information about the destination	NA	NA	NA	NA

3.

<b>Functionality Performance of the Selected China-based Hotel Website</b>	<b>Empark Hotel (Fuzhou)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	0.692	1.453	0.643	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	0.393	1.052	0.36	1.115
3. Hotel facilities (guest room, restaurants and meeting facilities)	0.696	1	0.631	1.086
4. Promotion of products (special offers, frequent guest programs)	0.612	0.317	0.602	0.324
5. Availability of virtual tours/video files of the hotel	NA	NA	NA	NA
<b>Reservation information</b>				
6. Room rate	0.42	1.492	0.361	1.63
7. Room availability	0.409	1.326	0.304	1.608
8. View or cancel reservations	1.077	1.43	1	1.528
9. Check in and check-out time	1.014	1.389	0.969	1.446
10. Price ranges of different products/services	0.351	NA	0.328	NA
11. Payment options	NA	1.412	NA	1.457
12. Secured payment systems	1.081	2.526	1.042	2.553
13. Worldwide reservations phone number	0.603	2.402	0.608	2.357
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.3	2.395	0.318	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	1.326	NA	1.258
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.681	1.176	0.81	0.999
19. Links to other related businesses	0.386	1.166	0.496	0.935
20. Product warranty/legality	0.698	NA	0.906	NA
<b>Surrounding area information</b>				
21. Transportation	0.317	0.626	0.333	0.601
22. Airport information	0.313	0.598	0.315	0.593
23. Main attractions of the destination	1.319	0.908	1.311	0.916
24. General information about the destination	0.9	1.305	0.904	1.3
25. Weather report	NA	NA	NA	NA

## 4.

Functionality Performance of the Selected China-based Hotel Website	Sea View Garden Hotel (Qingdao)			
General information	II	CC	CI	IC
1. Hotel descriptions (hotel introduction)	1.082	1.015	1.015	1.082
2. Hotel location (maps, traffic information about how to reach the hotel)	1.115	0.669	1.052	0.718
3. Hotel facilities (guest room, restaurants and meeting facilities)	0.696	1.434	0.631	1.541
4. Promotion of products (special offers, frequent guest programs)	0.612	NA	0.602	NA
5. Availability of virtual tours/video files of the hotel	NA	NA	NA	NA
Reservation information				
6. Room rate	1.63	1.492	1.492	1.63
7. Room availability	NA	NA	NA	NA
8. View or cancel reservations	0.691	NA	0.634	NA
9. Check in and check-out time	2.47	2.41	2.41	2.47
10. Price ranges of different products/services	1.027	1.403	0.978	1.465
11. Payment options	NA	0.987	NA	1.022
12. Secured payment systems	NA	NA	NA	NA
13. Worldwide reservations phone number	0.953	2.402	0.964	2.357
Website management				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.908	1.372	0.955	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.544	0.92	0.577	0.871
16. Online forum (BBS or providing a link to a third party websites)	0.414	NA	0.517	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	NA	NA	NA
19. Links to other related businesses	0.386	NA	0.496	NA
20. Product warranty/legality	0.217	0.906	0.297	0.698
Surrounding area information				
21. Transportation	0.601	0.333	0.626	0.317
22. Airport information	0.593	0.315	0.598	0.313
23. Main attractions of the destination	0.574	0.568	0.568	0.574
24. General information about the destination	0.564	NA	0.565	NA
25. Weather report	0.495	NA	0.547	NA

5.

<b>Functionality Performance of the Selected China-based Hotel Website</b>	<b>Jinshi Hotel (Xian)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.082	1.015	1.015	1.082
2. Hotel location (maps, traffic information about how to reach the hotel)	0.718	0.669	0.669	0.718
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.086	1.434	1	1.541
4. Promotion of products (special offers, frequent guest programs)	0.612	0.317	0.602	0.324
5. Availability of virtual tours/video files of the hotel	NA	NA	NA	NA
<b>Reservation information</b>				
6. Room rate	0.754	0.361	0.669	0.42
7. Room availability	0.409	1.326	0.304	1.608
8. View or cancel reservations	1.077	0.634	1	0.691
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	1.027	NA	0.978	NA
11. Payment options	NA	1.412	NA	1.457
12. Secured payment systems	NA	NA	NA	NA
13. Worldwide reservations phone number	0.953	1.383	0.964	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.908	0.955	0.955	0.908
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	NA	NA	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.681	1.176	0.81	0.999
19. Links to other related businesses	0.386	NA	0.496	NA
20. Product warranty/legality	NA	NA	NA	NA
<b>Surrounding area information</b>				
21. Transportation	0.317	0.626	0.333	0.601
22. Airport information	0.313	0.95	0.315	0.941
23. Main attractions of the destination	0.301	NA	0.296	NA
24. General information about the destination	0.294	0.904	0.295	0.9
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of the Selected China-based Hotel Website</b>	<b>Quanzhou Hotel (Fujian)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.082	1.02	1.015	1.082
2. Hotel location (maps, traffic information about how to reach the hotel)	0.393	0.67	0.36	0.718
3. Hotel facilities (guest room, restaurants and meeting facilities)	0.696	1	0.631	1.086
4. Promotion of products (special offers, frequent guest programs)	0.612	0.96	0.602	0.969
5. Availability of virtual tours/video files of the hotel	NA	NA	NA	NA
<b>Reservation information</b>				
6. Room rate	1.161	1.49	1.049	1.63
7. Room availability	1.142	1.33	0.921	1.608
8. View or cancel reservations	1.077	1.43	1	1.528
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	1.027	NA	0.978	NA
11. Payment options	1.457	1.41	1.412	1.457
12. Secured payment systems	1.53	1.48	1.484	1.53
13. Worldwide reservations phone number	0.953	1.38	0.964	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.908	0.96	0.955	0.908
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	0.92	NA	0.871
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.681	1.18	0.81	0.999
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	NA	1.31	NA	1.022
<b>Surrounding area information</b>				
21. Transportation	0.317	0.63	0.333	0.601
22. Airport information	0.313	0.6	0.315	0.593
23. Main attractions of the destination	0.301	NA	0.296	NA
24. General information about the destination	0.294	NA	0.295	NA
25. Weather report	NA	NA	NA	NA

7.

<b>Functionality Performance of the Selected China-based Hotel Website</b>	<b>Sweet Land Hotel (Dalian)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.082	1.453	1.015	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	0.393	0.36	0.36	0.393
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.086	1.434	1	1.541
4. Promotion of products (special offers, frequent guest programs)	0.612	0.317	0.602	0.324
5. Availability of virtual tours/video files of the hotel	NA	NA	NA	NA
<b>Reservation information</b>				
6. Room rate	0.42	0.361	0.361	0.42
7. Room availability	0.409	NA	0.304	NA
8. View or cancel reservations	1.077	0.338	1	0.376
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	NA	NA	NA	NA
11. Payment options	0.35	NA	0.333	NA
12. Secured payment systems	NA	NA	NA	NA
13. Worldwide reservations phone number	NA	NA	NA	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	NA	NA	NA	NA
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	NA	NA	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.681	1.176	0.81	0.999
19. Links to other related businesses	0.192	NA	0.254	NA
20. Product warranty/legality	NA	NA	NA	NA
<b>Surrounding area information</b>				
21. Transportation	NA	NA	NA	NA
22. Airport information	NA	NA	NA	NA
23. Main attractions of the destination	NA	NA	NA	NA
24. General information about the destination	0.294	0.295	0.295	0.294
25. Weather report	NA	NA	NA	NA

8.

<b>Functionality Performance of the Selected China-based Hotel Website</b>	<b>Golden Bay Hotel (Weihai)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.015	1.015	1.082
2. Hotel location (maps, traffic information about how to reach the hotel)	0.393	0.36	0.36	0.393
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.594	1.434	1	1.541
4. Promotion of products (special offers, frequent guest programs)	NA	NA	NA	NA
5. Availability of virtual tours/video files of the hotel	2.307	1.263	1.89	1.318
<b>Reservation information</b>				
6. Room rate	1.63	1.492	1.361	1.63
7. Room availability	2.644	1.326	2.304	1.608
8. View or cancel reservations	NA	1.43	NA	1.528
9. Check in and check-out time	2.47	NA	2.04	NA
10. Price ranges of different products/services	NA	1.403	NA	1.465
11. Payment options	0.35	NA	0.333	NA
12. Secured payment systems	0.38	NA	0.34	NA
13. Worldwide reservations phone number	0.321	0.608	0.31	0.603
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.3	0.602	0.28	0.571
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	NA	NA	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	1.853	1.176	0.81	0.999
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	NA	NA	NA	NA
<b>Surrounding area information</b>				
21. Transportation	NA	NA	NA	NA
22. Airport information	NA	NA	NA	NA
23. Main attractions of the destination	NA	NA	NA	NA
24. General information about the destination	NA	NA	NA	NA
25. Weather report	NA	NA	NA	NA

9.

<b>Functionality Performance of the Selected China-based Hotel Website</b>	<b>Agile Changjiang Hotel (Zhongshan)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.082	1.453	1.015	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	NA	0.669	NA	0.718
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.086	1	1	1.086
4. Promotion of products (special offers, frequent guest programs)	NA	0.317	NA	0.324
5. Availability of virtual tours/video files of the hotel	0.304	0.871	0.281	0.917
<b>Reservation information</b>				
6. Room rate	1.161	1.492	1.049	1.63
7. Room availability	1.142	1.326	0.921	1.608
8. View or cancel reservations	1.528	1.43	1.43	1.528
9. Check in and check-out time	0.347	0.969	0.325	1.014
10. Price ranges of different products/services	0.654	0.978	0.618	1.027
11. Payment options	2.484	1.412	2.438	1.457
12. Secured payment systems	NA	0.358	NA	0.38
13. Worldwide reservations phone number	NA	NA	NA	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.571	1.372	0.602	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	NA	NA	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	0.81	NA	0.681
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	NA	NA	NA	NA
<b>Surrounding area information</b>				
21. Transportation	NA	NA	NA	NA
22. Airport information	NA	NA	NA	NA
23. Main attractions of the destination	NA	NA	NA	NA
24. General information about the destination	NA	NA	NA	NA
25. Weather report	NA	NA	NA	NA



10.

<b>Functionality Performance of the Selected China-based Hotel Website</b>	<b>Fortunedays Hotel (Haerbin)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.082	1.015	1.015	1.082
2. Hotel location (maps, traffic information about how to reach the hotel)	0.393	NA	0.36	NA
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.086	1	1	1.086
4. Promotion of products (special offers, frequent guest programs)	1.39	0.317	1.376	0.324
5. Availability of virtual tours/video files of the hotel	0.577	NA	0.542	NA
<b>Reservation information</b>				
6. Room rate	NA	NA	NA	NA
7. Room availability	NA	NA	NA	NA
8. View or cancel reservations	NA	NA	NA	NA
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	NA	NA	NA	NA
11. Payment options	NA	NA	NA	NA
12. Secured payment systems	NA	NA	NA	NA
13. Worldwide reservations phone number	NA	NA	NA	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.3	1.372	0.318	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.283	0.577	0.302	0.544
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	NA	NA	NA
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	NA	NA	NA	NA
<b>Surrounding area information</b>				
21. Transportation	NA	NA	NA	NA
22. Airport information	NA	NA	NA	NA
23. Main attractions of the destination	NA	NA	NA	NA
24. General information about the destination	NA	NA	NA	NA
25. Weather report	NA	NA	NA	NA

## 11.

<b>Functionality Performance of the Selected China-based Hotel Website</b>	<b>Wenzhou Overseas Chinese Hotel</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	0.393	1.052	0.36	1.115
3. Hotel facilities (guest room, restaurants and meeting facilities)	0.378	1.434	0.334	1.541
4. Promotion of products (special offers, frequent guest programs)	1.39	0.317	1.376	0.324
5. Availability of virtual tours/video files of the hotel	0.917	0.542	0.871	0.577
<b>Reservation information</b>				
6. Room rate	NA	1.492	NA	1.63
7. Room availability	NA	1.326	NA	1.608
8. View or cancel reservations	NA	1.43	NA	1.528
9. Check in and check-out time	NA	1.389	NA	1.446
10. Price ranges of different products/services	NA	NA	NA	NA
11. Payment options	NA	NA	NA	NA
12. Secured payment systems	NA	NA	NA	NA
13. Worldwide reservations phone number	0.321	1.383	0.322	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.3	2.395	0.318	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	0.577	NA	0.544
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	0.245	NA	0.193
18. Create or modify personal profile for customers	0.999	0.81	1.176	0.681
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	NA	NA	NA	NA
<b>Surrounding area information</b>				
21. Transportation	0.953	1.418	0.99	1.369
22. Airport information	0.941	1.366	0.95	1.352
23. Main attractions of the destination	NA	NA	NA	NA
24. General information about the destination	NA	NA	NA	NA
25. Weather report	NA	NA	NA	NA

## 12.

<b>Functionality Performance of the Selected China-based Hotel Website</b>	<b>XiangMing (Hugangshan) Hotel</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.082	1.453	1.015	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	0.393	1.052	0.36	1.115
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	1.434	1.434	1.541
4. Promotion of products (special offers, frequent guest programs)	0.324	NA	0.317	NA
5. Availability of virtual tours/video files of the hotel	0.577	NA	0.542	NA
<b>Reservation information</b>				
6. Room rate	0.754	1.492	0.669	1.63
7. Room availability	0.74	NA	0.578	NA
8. View or cancel reservations	0.376	0.338	0.338	0.376
9. Check in and check-out time	0.347	0.325	0.325	0.347
10. Price ranges of different products/services	0.351	NA	0.328	NA
11. Payment options	NA	NA	NA	NA
12. Secured payment systems	NA	NA	NA	NA
13. Worldwide reservations phone number	NA	NA	NA	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.908	1.372	0.955	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	0.577	NA	0.544
16. Online forum (BBS or providing a link to a third party websites)	NA	0.266	NA	0.208
17. Staff directory search function	NA	0.48	NA	0.388
18. Create or modify personal profile for customers	NA	NA	NA	NA
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	NA	NA	NA	NA
<b>Surrounding area information</b>				
21. Transportation	NA	NA	NA	NA
22. Airport information	NA	NA	NA	NA
23. Main attractions of the destination	NA	NA	NA	NA
24. General information about the destination	NA	NA	NA	NA
25. Weather report	NA	NA	NA	NA

13.

<b>Functionality Performance of the Selected China-based Hotel Website</b>	<b>Pavilion Hotel (Shenzhen)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.115	2.559	1.052	2.63
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	1.434	1.434	1.541
4. Promotion of products (special offers, frequent guest programs)	0.969	1.376	0.957	1.39
5. Availability of virtual tours/video files of the hotel	NA	1.263	NA	1.318
<b>Reservation information</b>				
6. Room rate	1.63	1.492	1.492	1.63
7. Room availability	1.142	1.326	0.921	1.608
8. View or cancel reservations	1.528	0.634	1.43	0.691
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	1.465	1.403	1.403	1.465
11. Payment options	1.457	1.412	1.412	1.457
12. Secured payment systems	NA	1.484	NA	1.53
13. Worldwide reservations phone number	1.364	NA	1.383	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	2.395	1.372	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	1.258	2.337	1.326	2.236
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	0.48	NA	0.388
18. Create or modify personal profile for customers	0.999	1.176	1.176	0.999
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	1.022	0.906	1.308	0.698
<b>Surrounding area information</b>				
21. Transportation	0.953	2.454	0.99	2.389
22. Airport information	NA	2.389	NA	2.358
23. Main attractions of the destination	1.319	NA	1.311	NA
24. General information about the destination	1.3	0.904	1.305	0.9
25. Weather report	1.162	2.257	1.268	2.102

## 14.

<b>Functionality Performance of the Selected China-based Hotel Website</b>	<b>West Lake Hill view International Hotel (Hangzhou)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.015	1.453	1.082
2. Hotel location (maps, traffic information about how to reach the hotel)	1.115	1.499	1.052	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.086	1.434	1	1.541
4. Promotion of products (special offers, frequent guest programs)	NA	NA	NA	NA
5. Availability of virtual tours/video files of the hotel	NA	0.281	NA	0.304
<b>Reservation information</b>				
6. Room rate	1.63	0.669	1.492	0.754
7. Room availability	1.608	0.921	1.326	1.142
8. View or cancel reservations	1.528	1.43	1.43	1.528
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	0.351	0.978	0.328	1.027
11. Payment options	1.457	1.412	1.412	1.457
12. Secured payment systems	1.53	2.526	1.484	2.553
13. Worldwide reservations phone number	0.321	NA	0.322	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	NA	1.372	NA	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.544	0.92	0.577	0.871
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.999	0.81	1.176	0.681
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	NA	0.568	NA	0.429
<b>Surrounding area information</b>				
21. Transportation	NA	1.418	NA	1.369
22. Airport information	NA	0.598	NA	0.593
23. Main attractions of the destination	NA	0.296	NA	0.301
24. General information about the destination	NA	0.295	NA	0.294
25. Weather report	NA	NA	NA	NA

15.

<b>Functionality Performance of the Selected China-based Hotel Website</b>	<b>White Swan Hotel (Guangzhou)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	2.508	1.453	2.601
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	2.559	1.499	2.63
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	2.492	1.434	2.594
4. Promotion of products (special offers, frequent guest programs)	1.39	2.407	1.376	2.416
5. Availability of virtual tours/video files of the hotel	NA	1.263	NA	1.318
<b>Reservation information</b>				
6. Room rate	1.63	2.532	1.492	2.662
7. Room availability	1.608	2.331	1.326	2.644
8. View or cancel reservations	1.528	1.43	1.43	1.528
9. Check in and check-out time	NA	2.41	NA	2.47
10. Price ranges of different products/services	1.465	2.433	1.403	2.504
11. Payment options	1.457	2.438	1.412	2.484
12. Secured payment systems	NA	2.526	NA	2.553
13. Worldwide reservations phone number	1.364	NA	1.383	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	2.395	1.372	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	1.258	2.337	1.326	2.236
16. Online forum (BBS or providing a link to a third party websites)	0.995	NA	1.21	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.999	2.118	1.176	1.853
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	1.022	2.31	1.308	1.881
<b>Surrounding area information</b>				
21. Transportation	1.369	2.454	1.418	2.389
22. Airport information	1.352	0.95	1.366	0.941
23. Main attractions of the destination	0.916	NA	0.908	NA
24. General information about the destination	0.9	NA	0.904	NA
25. Weather report	1.162	2.257	1.268	2.102

16.

<b>Functionality Performance of The Selected China-based Hotel Website</b>	<b>Grand Bay view Hotel (Zhuhai)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.082	1.453	1.015	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	0.718	0.36	0.669	0.393
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	2.492	1.434	2.594
4. Promotion of products (special offers, frequent guest programs)	0.612	NA	0.602	NA
5. Availability of virtual tours/video files of the hotel	1.318	1.263	1.263	1.318
<b>Reservation information</b>				
6. Room rate	1.63	2.532	1.492	2.662
7. Room availability	1.142	2.331	0.921	2.644
8. View or cancel reservations	1.077	0.338	1	0.376
9. Check in and check-out time	1.446	1.389	1.389	1.446
10. Price ranges of different products/services	1.465	2.433	1.403	2.504
11. Payment options	0.651	NA	0.625	NA
12. Secured payment systems	1.081	NA	1.042	NA
13. Worldwide reservations phone number	1.364	2.402	1.383	2.357
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	2.395	1.372	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.871	NA	0.92	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.999	2.118	1.176	1.853
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	NA	NA	NA	NA
<b>Surrounding area information</b>				
21. Transportation	0.953	0.333	0.99	0.317
22. Airport information	NA	NA	NA	NA
23. Main attractions of the destination	0.916	NA	0.908	NA
24. General information about the destination	0.564	0.904	0.565	0.9
25. Weather report	NA	NA	NA	NA

17.

<b>Functionality Performance of The Selected China-based Hotel Website</b>	<b>Peony International Hotel (Xiamen)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.015	1.453	1.082
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	1.052	1.499	1.115
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.086	1.434	1	1.541
4. Promotion of products (special offers, frequent guest programs)	0.969	NA	0.957	NA
5. Availability of virtual tours/video files of the hotel	NA	NA	NA	NA
<b>Reservation information</b>				
6. Room rate	0.754	2.532	0.669	2.662
7. Room availability	0.74	NA	0.578	NA
8. View or cancel reservations	1.077	1	1	1.077
9. Check in and check-out time	1.446	2.41	1.389	2.47
10. Price ranges of different products/services	1.027	1.403	0.978	1.465
11. Payment options	1.022	2.438	0.987	2.484
12. Secured payment systems	NA	NA	NA	NA
13. Worldwide reservations phone number	1.364	NA	1.383	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.908	2.395	0.955	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.544	NA	0.577	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	2.118	NA	1.853
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	NA	NA	NA	NA
<b>Surrounding area information</b>				
21. Transportation	1.369	0.626	1.418	0.601
22. Airport information	NA	0.315	NA	0.313
23. Main attractions of the destination	1.319	NA	1.311	NA
24. General information about the destination	NA	0.565	NA	0.564
25. Weather report	NA	NA	NA	NA



18.

Functionality Performance of The Selected China-based Hotel Website	MingCheng International Hotel (Changsha)			
General information	II	CC	CI	IC
1. Hotel descriptions (hotel introduction)	1.082	1.453	1.015	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	1.499	1.499	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.594	1.434	2.492	1.541
4. Promotion of products (special offers, frequent guest programs)	0.324	1.376	0.317	1.39
5. Availability of virtual tours/video files of the hotel	1.318	NA	1.263	NA
Reservation information				
6. Room rate	2.662	1.492	2.532	1.63
7. Room availability	2.644	NA	2.331	NA
8. View or cancel reservations	1.528	1.43	1.43	1.528
9. Check in and check-out time	1.014	1.389	0.969	1.446
10. Price ranges of different products/services	NA	0.978	NA	1.027
11. Payment options	1.022	0.987	0.987	1.022
12. Secured payment systems	1.081	NA	1.042	NA
13. Worldwide reservations phone number	0.953	NA	0.964	NA
Website management				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.571	0.955	0.602	0.908
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	NA	NA	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	0.81	NA	0.681
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	NA	0.906	NA	0.698
Surrounding area information				
21. Transportation	NA	NA	NA	NA
22. Airport information	NA	NA	NA	NA
23. Main attractions of the destination	NA	NA	NA	NA
24. General information about the destination	NA	NA	NA	NA
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of The Selected China-based Hotel Website</b>	<b>Garden Hotel (Suzhou)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.082	2.508	1.015	2.601
2. Hotel location (maps, traffic information about how to reach the hotel)	0.718	0.669	0.6694	0.718
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	1.434	1.4343	1.541
4. Promotion of products (special offers, frequent guest programs)	0.612	0.602	0.6018	0.612
5. Availability of virtual tours/video files of the hotel	1.318	1.263	1.2626	1.318
<b>Reservation information</b>				
6. Room rate	1.63	2.532	1.492	2.662
7. Room availability	0.74	NA	0.5783	NA
8. View or cancel reservations	1.528	NA	1.4299	NA
9. Check in and check-out time	1.014	NA	0.969	NA
10. Price ranges of different products/services	1.465	1.403	1.4027	1.465
11. Payment options	1.022	NA	0.9869	NA
12. Secured payment systems	1.081	NA	1.0422	NA
13. Worldwide reservations phone number	1.364	2.402	1.3825	2.357
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	2.395	1.3721	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.544	2.337	0.5768	2.236
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.999	2.118	1.1764	1.853
19. Links to other related businesses	NA	1.166	NA	0.935
20. Product warranty/legality	NA	NA	NA	NA
<b>Surrounding area information</b>				
21. Transportation	NA	NA	NA	NA
22. Airport information	NA	NA	NA	NA
23. Main attractions of the destination	0.916	2.321	0.9079	2.324
24. General information about the destination	0.564	1.305	0.565	1.3
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of The Selected China-based Hotel Website</b>	<b>International Conference Hotel (Nanjing)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.015	1.453	1.082
2. Hotel location (maps, traffic information about how to reach the hotel)	0.393	1.052	0.36	1.115
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.086	1	1	1.086
4. Promotion of products (special offers, frequent guest programs)	NA	NA	NA	NA
5. Availability of virtual tours/video files of the hotel	NA	NA	NA	NA
<b>Reservation information</b>				
6. Room rate	1.161	2.532	1.049	2.662
7. Room availability	1.142	2.331	0.921	2.644
8. View or cancel reservations	1.077	2.463	1	2.568
9. Check in and check-out time	0.646	1.389	0.612	1.446
10. Price ranges of different products/services	0.654	2.433	0.618	2.504
11. Payment options	0.651	NA	0.625	NA
12. Secured payment systems	NA	NA	NA	NA
13. Worldwide reservations phone number	0.953	0.608	0.964	0.603
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.908	0.602	0.955	0.571
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	NA	NA	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	1.176	NA	0.999
19. Links to other related businesses	NA	0.801	NA	0.634
20. Product warranty/legality	NA	NA	NA	NA
<b>Surrounding area information</b>				
21. Transportation	0.953	0.333	0.99	0.317
22. Airport information	0.593	NA	0.598	NA
23. Main attractions of the destination	0.574	0.568	0.568	0.574
24. General information about the destination	NA	0.565	NA	0.564
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of The Selected China-based Hotel Website</b>	<b>Carlton Hotel (Chongqing)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	0.718	1.052	0.669	1.115
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.594	1.434	2.492	1.541
4. Promotion of products (special offers, frequent guest programs)	NA	NA	NA	NA
5. Availability of virtual tours/video files of the hotel	NA	0.871	NA	0.917
<b>Reservation information</b>				
6. Room rate	NA	1.492	NA	1.63
7. Room availability	NA	1.326	NA	1.608
8. View or cancel reservations	0.376	1	0.338	1.077
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	NA	1.403	NA	1.465
11. Payment options	1.022	NA	0.987	NA
12. Secured payment systems	0.38	NA	0.358	NA
13. Worldwide reservations phone number	NA	0.964	NA	0.953
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	1.372	1.372	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	1.326	NA	1.258
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.999	NA	1.176	NA
19. Links to other related businesses	NA	0.496	NA	0.386
20. Product warranty/legality	0.698	1.308	0.906	1.022
<b>Surrounding area information</b>				
21. Transportation	NA	0.626	NA	0.601
22. Airport information	0.941	NA	0.95	NA
23. Main attractions of the destination	2.324	NA	2.321	NA
24. General information about the destination	0.564	NA	0.565	NA
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of The Selected China-based Hotel Website</b>	<b>Buena Vista Gulf Hotel (Yantai)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	2.601	1.453	2.508	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	0.718	1.499	0.669	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	1.434	1.434	1.541
4. Promotion of products (special offers, frequent guest programs)	NA	1.376	NA	1.39
5. Availability of virtual tours/video files of the hotel	1.318	NA	1.263	NA
<b>Reservation information</b>				
6. Room rate	2.662	1.492	2.532	1.63
7. Room availability	1.142	1.326	0.921	1.608
8. View or cancel reservations	NA	1.43	NA	1.528
9. Check in and check-out time	1.446	1.389	1.389	1.446
10. Price ranges of different products/services	2.504	1.403	2.433	1.465
11. Payment options	1.457	1.412	1.412	1.457
12. Secured payment systems	1.53	NA	1.484	NA
13. Worldwide reservations phone number	2.357	1.383	2.402	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	2.289	1.372	2.395	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	2.236	1.326	2.337	1.258
16. Online forum (BBS or providing a link to a third party websites)	1.849	NA	2.179	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	2.118	NA	1.853
19. Links to other related businesses	0.634	2.11	0.801	1.756
20. Product warranty/legality	1.881	NA	2.31	NA
<b>Surrounding area information</b>				
21. Transportation	NA	1.418	NA	1.369
22. Airport information	NA	1.366	NA	1.352
23. Main attractions of the destination	0.301	1.311	0.296	1.319
24. General information about the destination	1.3	1.305	1.305	1.3
25. Weather report	0.495	2.257	0.547	2.102

<b>Functionality Performance of The Selected China-based Hotel Website</b>	<b>Lijiang Water Fall (Guilin) Hotel</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.45	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	2.63	0.67	2.559	0.718
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.594	1.43	2.492	1.541
4. Promotion of products (special offers, frequent guest programs)	2.416	NA	2.407	NA
5. Availability of virtual tours/video files of the hotel	1.318	NA	1.263	NA
<b>Reservation information</b>				
6. Room rate	2.662	2.53	2.532	2.662
7. Room availability	2.644	NA	2.331	NA
8. View or cancel reservations	2.568	NA	2.463	NA
9. Check in and check-out time	2.47	NA	2.41	NA
10. Price ranges of different products/services	2.504	2.43	2.433	2.504
11. Payment options	2.484	NA	2.438	NA
12. Secured payment systems	2.553	NA	2.526	NA
13. Worldwide reservations phone number	0.953	1.38	0.964	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	2.289	1.37	2.395	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	2.236	0.92	2.337	0.871
16. Online forum (BBS or providing a link to a third party websites)	1.849	1.21	2.179	0.995
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	1.853	NA	2.118	NA
19. Links to other related businesses	1.756	NA	2.11	NA
20. Product warranty/legality	1.022	1.31	1.308	1.022
<b>Surrounding area information</b>				
21. Transportation	2.389	NA	2.454	NA
22. Airport information	NA	NA	NA	NA
23. Main attractions of the destination	2.324	NA	2.321	NA
24. General information about the destination	2.299	NA	2.313	NA
25. Weather report	2.102	1.27	2.257	1.162

<b>Functionality Performance of The Selected China-based Hotel Website</b>	<b>Jinling (Wuxi) Hotel</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	0.393	1.499	0.36	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	1.434	1.434	1.541
4. Promotion of products (special offers, frequent guest programs)	1.39	1.376	1.376	1.39
5. Availability of virtual tours/video files of the hotel	NA	NA	NA	NA
<b>Reservation information</b>				
6. Room rate	NA	1.492	NA	1.63
7. Room availability	1.142	1.326	0.921	1.608
8. View or cancel reservations	1.077	NA	1	NA
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	NA	1.403	NA	1.465
11. Payment options	1.022	1.412	0.987	1.457
12. Secured payment systems	1.081	1.484	1.042	1.53
13. Worldwide reservations phone number	2.357	0.964	2.402	0.953
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	1.372	1.372	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	1.258	1.326	1.326	1.258
16. Online forum (BBS or providing a link to a third party websites)	0.995	1.21	1.21	0.995
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.681	2.118	0.81	1.853
19. Links to other related businesses	1.756	1.166	2.11	0.935
20. Product warranty/legality	1.022	0.906	1.308	0.698
<b>Surrounding area information</b>				
21. Transportation	NA	NA	NA	NA
22. Airport information	NA	NA	NA	NA
23. Main attractions of the destination	0.916	1.311	0.908	1.319
24. General information about the destination	0.9	1.305	0.904	1.3
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of The Selected China-based Hotel Website</b>	<b>Sun rise (Shenyang) Hotel</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	0.692	0.643	0.643	0.692
2. Hotel location (maps, traffic information about how to reach the hotel)	0.393	0.669	0.36	0.718
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	1.434	1.434	1.541
4. Promotion of products (special offers, frequent guest programs)	0.612	0.957	0.602	0.969
5. Availability of virtual tours/video files of the hotel	NA	0.871	0.281	0.917
<b>Reservation information</b>				
6. Room rate	0.42	1.492	0.361	1.63
7. Room availability	0.409	1.326	0.304	1.608
8. View or cancel reservations	NA	1.43	NA	1.528
9. Check in and check-out time	NA	0.612	NA	0.646
10. Price ranges of different products/services	NA	0.978	NA	1.027
11. Payment options	NA	1.412	NA	1.457
12. Secured payment systems	NA	NA	NA	NA
13. Worldwide reservations phone number	NA	1.383	NA	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.908	0.955	0.955	0.908
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	NA	NA	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	0.81	NA	0.681
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	0.429	NA	0.568	NA
<b>Surrounding area information</b>				
21. Transportation	NA	NA	NA	NA
22. Airport information	NA	NA	NA	NA
23. Main attractions of the destination	0.301	NA	0.296	NA
24. General information about the destination	0.294	NA	0.295	NA
25. Weather report	NA	NA	NA	NA



26.

<b>Functionality Performance of The Selected China-based Hotel Website</b>	<b>Resort In time Hotel (Sanya)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	1.499	1.499	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	0.631	1.434	0.696
4. Promotion of products (special offers, frequent guest programs)	NA	NA	NA	NA
5. Availability of virtual tours/video files of the hotel	0.917	NA	0.871	NA
<b>Reservation information</b>				
6. Room rate	1.63	1.492	1.492	1.63
7. Room availability	NA	0.578	NA	0.74
8. View or cancel reservations	NA	1	NA	1.077
9. Check in and check-out time	1.014	1.389	0.969	1.446
10. Price ranges of different products/services	1.027	1.403	0.978	1.465
11. Payment options	0.651	1.412	0.625	1.457
12. Secured payment systems	0.38	NA	0.358	NA
13. Worldwide reservations phone number	NA	1.383	NA	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	1.372	1.372	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.544	NA	0.577	NA
16. Online forum (BBS or providing a link to a third party websites)	0.414	1.21	0.517	0.995
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	NA	NA	NA
19. Links to other related businesses	0.386	1.166	0.496	0.935
20. Product warranty/legality	NA	NA	NA	NA
<b>Surrounding area information</b>				
21. Transportation	1.369	1.418	1.418	1.369
22. Airport information	1.352	1.366	1.366	1.352
23. Main attractions of the destination	2.324	1.311	2.321	1.319
24. General information about the destination	1.3	1.305	1.305	1.3
25. Weather report	2.102	0.876	2.257	0.799

<b>Functionality Performance of The Selected China-based Hotel Website</b>	<b>New World Hotel (Wuhan)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	2.508	1.453	2.601
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	1.499	1.499	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	1	1.434	1.086
4. Promotion of products (special offers, frequent guest programs)	1.39	1.376	1.376	1.39
5. Availability of virtual tours/video files of the hotel	NA	NA	NA	NA
<b>Reservation information</b>				
6. Room rate	1.63	1.492	1.492	1.63
7. Room availability	1.608	1.326	1.326	1.608
8. View or cancel reservations	1.528	1.43	1.43	1.528
9. Check in and check-out time	NA	1.389	NA	1.446
10. Price ranges of different products/services	1.465	1.403	1.403	1.465
11. Payment options	1.457	1.412	1.412	1.457
12. Secured payment systems	1.53	1.484	1.484	1.53
13. Worldwide reservations phone number	NA	1.383	NA	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	1.372	1.372	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	1.258	0.92	1.326	0.871
16. Online forum (BBS or providing a link to a third party websites)	0.677	NA	0.833	NA
17. Staff directory search function	0.637	NA	0.777	NA
18. Create or modify personal profile for customers	NA	NA	NA	NA
19. Links to other related businesses	0.634	NA	0.801	NA
20. Product warranty/legality	1.022	NA	1.308	NA
<b>Surrounding area information</b>				
21. Transportation	1.369	1.418	1.418	1.369
22. Airport information	1.352	1.366	1.366	1.352
23. Main attractions of the destination	0.574	NA	0.568	NA
24. General information about the destination	0.564	1.305	0.565	1.3
25. Weather report	1.162	1.268	1.268	1.162

<b>Functionality Performance of The Selected China-based Hotel Website</b>	<b>Yuanzhou Hotel (Ningbo)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	0.669	1.499	0.718
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	1.434	1.434	1.541
4. Promotion of products (special offers, frequent guest programs)	NA	NA	NA	NA
5. Availability of virtual tours/video files of the hotel	0.577	NA	0.542	NA
<b>Reservation information</b>				
6. Room rate	NA	NA	NA	NA
7. Room availability	NA	NA	NA	NA
8. View or cancel reservations	NA	NA	NA	NA
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	NA	NA	NA	NA
11. Payment options	NA	NA	NA	NA
12. Secured payment systems	NA	NA	NA	NA
13. Worldwide reservations phone number	NA	1.383	NA	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.571	0.955	0.602	0.908
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	NA	NA	NA
16. Online forum (BBS or providing a link to a third party websites)	0.208	NA	0.266	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	NA	NA	NA
19. Links to other related businesses	0.192	0.801	0.254	0.634
20. Product warranty/legality	NA	1.308	NA	1.022
<b>Surrounding area information</b>				
21. Transportation	NA	NA	NA	NA
22. Airport information	NA	NA	NA	NA
23. Main attractions of the destination	NA	NA	NA	NA
24. General information about the destination	NA	NA	NA	NA
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of The Selected China-based Hotel Website</b>	<b>Hong Qiao State guest Hotel (Shanghai)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	2.508	1.453	2.601
2. Hotel location (maps, traffic information about how to reach the hotel)	0.718	2.559	0.669	2.63
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.086	2.492	1	2.594
4. Promotion of products (special offers, frequent guest programs)	0.969	2.407	0.957	2.416
5. Availability of virtual tours/video files of the hotel	NA	1.263	NA	1.318
<b>Reservation information</b>				
6. Room rate	0.42	2.532	0.361	2.662
7. Room availability	0.409	2.331	0.304	2.644
8. View or cancel reservations	1.077	1.43	1	1.528
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	NA	0.618	NA	0.654
11. Payment options	NA	1.412	NA	1.457
12. Secured payment systems	1.53	2.526	1.484	2.553
13. Worldwide reservations phone number	1.364	NA	1.383	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	1.372	1.372	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	NA	NA	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.999	0.81	1.176	0.681
19. Links to other related businesses	0.935	NA	1.166	NA
20. Product warranty/legality	1.022	NA	1.308	NA
<b>Surrounding area information</b>				
21. Transportation	NA	1.418	NA	1.369
22. Airport information	NA	NA	NA	NA
23. Main attractions of the destination	NA	NA	NA	NA
24. General information about the destination	NA	NA	NA	NA
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of The Selected China-based Hotel Website</b>	<b>ZhaoLong Hotel (Beijing)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.015	1.453	1.082
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	NA	1.499	NA
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	1.434	1.434	1.541
4. Promotion of products (special offers, frequent guest programs)	NA	0.602	NA	0.612
5. Availability of virtual tours/video files of the hotel	NA	NA	NA	NA
<b>Reservation information</b>				
6. Room rate	1.63	1.492	1.492	1.63
7. Room availability	1.608	0.921	1.326	1.142
8. View or cancel reservations	1.528	1.43	1.43	1.528
9. Check in and check-out time	NA	0.325	NA	0.347
10. Price ranges of different products/services	1.465	0.618	1.403	0.654
11. Payment options	1.457	1.412	1.412	1.457
12. Secured payment systems	1.53	1.042	1.484	1.081
13. Worldwide reservations phone number	1.364	NA	1.383	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	1.372	1.372	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	0.577	NA	0.544
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	0.637	NA	0.777	NA
18. Create or modify personal profile for customers	0.999	NA	1.176	NA
19. Links to other related businesses	0.935	0.496	1.166	0.386
20. Product warranty/legality	1.022	1.308	1.308	1.022
<b>Surrounding area information</b>				
21. Transportation	0.953	1.418	0.99	1.369
22. Airport information	0.941	1.366	0.95	1.352
23. Main attractions of the destination	0.574	NA	0.568	NA
24. General information about the destination	NA	NA	NA	NA
25. Weather report	NA	NA	NA	NA

## Appendix I: Usability Performance of International Luxury Hotel Websites

1.

Usability Performance of the Selected International Hotel Website	Santa Monica Hotel: Shutters on the beach			
Navigation	II	CC	CI	IC
3. Provide navigation options/navigation system	1.027	1.29	0.893	1.466
4. Show all major options on the homepage	1.049	1.332	0.925	1.495
5. Enable access to the homepage from any other page on the website	1.04	1.283	0.888	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	1.391	1.391	1.505
10. Eliminate horizontal and vertical scrolling	0.855	1.269	0.878	1.237
11. Utility of internal link	0.928	1.304	0.904	1.335
12. Download and print function	NA	1.292	NA	1.412
13. Inform users of long downloading time	1.339	1.205	1.205	1.339
14. Utility of the transaction function	0.972	2.336	0.925	2.412
15. Website information credibility (update/accurate information)	1.085	1.407	0.983	1.538
<b>Language</b>				
16. Multiple language versions of website	0.937	NA	0.936	NA
17. Text understandability	1.018	1.372	0.954	1.453
18. Spelling and grammatical errors	1.004	2.332	0.917	2.447
19. Use common word instead of Internet jargon/popular buzzwords	0.96	1.31	0.909	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.022	1.319	0.916	1.461
21. Logo of website is unique	1.181	2.178	1.214	2.132
22. Use meaningful link labels for linking to related content	0.899	1.234	0.851	1.3
23. Present text clearly with high-contrast background	0.93	1.252	0.864	1.34
24. Font size of text	0.905	1.21	0.833	1.309
25. Provide descriptive page titles/labels/headings	0.928	1.208	0.832	1.34
26. Provide meaningful information in multimedia	1.295	1.176	1.176	1.295

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Chatham Bars Inn Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.027	1.29	0.893	1.466
4. Show all major options on the homepage	1.049	1.33	0.925	1.495
5. Enable access to the homepage from any other page on the website	1.04	1.28	0.888	1.482
6. Design an internal search engine	NA	0.55	NA	0.578
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	1.39	1.391	1.505
10. Eliminate horizontal and vertical scrolling	0.855	1.27	0.878	1.237
11. Utility of internal link	0.928	1.3	0.904	1.335
12. Download and print function	1.412	1.29	1.292	1.412
13. Inform users of long downloading time	NA	1.21	NA	1.339
14. Utility of the transaction function	0.972	1.33	0.925	1.392
15. Website information credibility (update/accurate information)	1.538	NA	1.407	NA
<b>Language</b>				
16. Multiple language versions of website	0.937	NA	0.936	NA
17. Text understandability	1.018	1.37	0.954	1.453
18. Spelling and grammatical errors	1.004	1.32	0.917	1.432
19. Use common word instead of Internet jargon/popular buzzwords	0.96	1.31	0.909	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	1.32	1.319	1.461
21. Logo of website is unique	1.181	1.21	1.214	1.181
22. Use meaningful link labels for linking to related content	0.899	1.23	0.851	1.3
23. Present text clearly with high-contrast background	1.34	1.25	1.252	1.34
24. Font size of text	0.565	1.21	0.516	1.309
25. Provide descriptive page titles/labels/headings	0.928	1.21	0.832	1.34
26. Provide meaningful information in multimedia	0.895	2.12	0.809	2.305

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Rittenhouse Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	2.513	1.29	2.287	1.466
4. Show all major options on the homepage	2.547	1.332	2.346	1.495
5. Enable access to the homepage from any other page on the website	2.524	2.273	2.273	2.524
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	2.555	2.42	2.42	2.555
10. Eliminate horizontal and vertical scrolling	2.201	0.878	2.254	0.855
11. Utility of internal link	2.339	1.304	2.303	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	2.337	NA	2.161	NA
14. Utility of the transaction function	2.412	1.331	2.336	1.392
15. Website information credibility (update/accurate information)	2.579	2.43	2.43	2.579
<b>Language</b>				
16. Multiple language versions of website	0.592	1.347	0.588	1.344
17. Text understandability	2.491	1.372	2.398	1.453
18. Spelling and grammatical errors	2.447	1.323	2.332	1.432
19. Use common word instead of Internet jargon/popular buzzwords	2.388	1.31	2.309	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	2.518	1.319	2.32	1.461
21. Logo of website is unique	0.504	2.178	0.52	2.132
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	2.364	2.239	2.239	2.364
24. Font size of text	2.328	2.184	2.184	2.328
25. Provide descriptive page titles/labels/headings	2.372	1.208	2.176	1.34
26. Provide meaningful information in multimedia	2.305	2.123	2.123	2.305



<b>Usability Performance of the Selected International Hotel Website</b>	<b>Tides Inn Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	1.29	1.29	1.466
4. Show all major options on the homepage	1.495	1.332	1.332	1.495
5. Enable access to the homepage from any other page on the website	1.482	2.273	1.283	2.524
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	2.555	NA	2.42	NA
10. Eliminate horizontal and vertical scrolling	2.201	1.269	2.254	1.237
11. Utility of internal link	2.339	1.304	2.303	1.335
12. Download and print function	0.985	2.286	0.895	2.446
13. Inform users of long downloading time	1.339	2.161	1.205	2.337
14. Utility of the transaction function	1.392	1.331	1.331	1.392
15. Website information credibility (update/accurate information)	2.579	1.407	2.43	1.538
<b>Language</b>				
16. Multiple language versions of website	1.344	2.365	1.347	2.336
17. Text understandability	2.491	1.372	2.398	1.453
18. Spelling and grammatical errors	2.447	1.323	2.332	1.432
19. Use common word instead of Internet jargon/popular buzzwords	2.388	1.31	2.309	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	2.518	2.32	2.32	2.518
21. Logo of website is unique	1.181	0.837	1.214	0.813
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	2.364	2.239	2.239	2.364
24. Font size of text	2.328	0.833	2.184	0.905
25. Provide descriptive page titles/labels/headings	2.372	1.208	2.176	1.34
26. Provide meaningful information in multimedia	1.295	1.176	1.176	1.295

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Langham Hotels</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	1.29	1.29	1.466
4. Show all major options on the homepage	2.547	2.346	2.346	2.547
5. Enable access to the homepage from any other page on the website	2.524	2.273	2.273	2.524
6. Design an internal search engine	1.321	NA	1.278	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	2.555	2.42	2.42	2.555
10. Eliminate horizontal and vertical scrolling	2.201	1.269	2.254	1.237
11. Utility of internal link	2.339	1.304	2.303	1.335
12. Download and print function	NA	1.292	NA	1.412
13. Inform users of long downloading time	1.339	1.205	1.205	1.339
14. Utility of the transaction function	0.972	1.331	0.925	1.392
15. Website information credibility (update/accurate information)	2.579	2.43	2.43	2.579
<b>Language</b>				
16. Multiple language versions of website	0.937	0.936	0.936	0.937
17. Text understandability	2.491	1.372	2.398	1.453
18. Spelling and grammatical errors	2.447	1.323	2.332	1.432
19. Use common word instead of Internet jargon/popular buzzwords	2.388	1.31	2.309	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	2.518	2.32	2.32	2.518
21. Logo of website is unique	2.132	1.214	2.178	1.181
22. Use meaningful link labels for linking to related content	2.318	2.217	2.217	2.318
23. Present text clearly with high-contrast background	2.364	2.239	2.239	2.364
24. Font size of text	2.328	1.21	2.184	1.309
25. Provide descriptive page titles/labels/headings	2.372	1.208	2.176	1.34
26. Provide meaningful information in multimedia	2.305	1.176	2.123	1.295

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Umstead Hotel and Spa</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	2.51	1.29	2.287	1.466
4. Show all major options on the homepage	2.55	1.332	2.346	1.495
5. Enable access to the homepage from any other page on the website	2.52	0.556	2.273	0.663
6. Design an internal search engine	NA	0.288	NA	0.304
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	2.56	1.391	2.42	1.505
10. Eliminate horizontal and vertical scrolling	2.2	1.269	2.254	1.237
11. Utility of internal link	2.34	1.304	2.303	1.335
12. Download and print function	1.41	2.286	1.292	2.446
13. Inform users of long downloading time	2.34	1.205	2.161	1.339
14. Utility of the transaction function	0.97	1.331	0.925	1.392
15. Website information credibility (update/accurate information)	2.58	0.983	2.43	1.085
<b>Language</b>				
16. Multiple language versions of website	2.34	0.309	2.365	0.313
17. Text understandability	2.49	1.372	2.398	1.453
18. Spelling and grammatical errors	2.45	1.323	2.332	1.432
19. Use common word instead of Internet jargon/popular buzzwords	2.39	1.31	2.309	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.46	1.319	1.319	1.461
21. Logo of website is unique	2.13	1.214	2.178	1.181
22. Use meaningful link labels for linking to related content	2.32	0.851	2.217	0.899
23. Present text clearly with high-contrast background	2.36	1.252	2.239	1.34
24. Font size of text	0.57	1.21	0.516	1.309
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34
26. Provide meaningful information in multimedia	1.3	1.176	1.176	1.295

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Hotel Le St-James</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	0.291	1.29	0.349
4. Show all major options on the homepage	2.547	0.58	2.346	0.669
5. Enable access to the homepage from any other page on the website	2.524	0.888	2.273	1.04
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	2.555	0.323	2.42	0.364
10. Eliminate horizontal and vertical scrolling	2.201	1.269	2.254	1.237
11. Utility of internal link	2.339	0.904	2.303	0.928
12. Download and print function	1.412	NA	1.292	NA
13. Inform users of long downloading time	2.337	1.205	2.161	1.339
14. Utility of the transaction function	1.392	1.331	1.331	1.392
15. Website information credibility (update/accurate information)	2.579	0.983	2.43	1.085
<b>Language</b>				
16. Multiple language versions of website	1.344	0.936	1.347	0.937
17. Text understandability	2.491	1.372	2.398	1.453
18. Spelling and grammatical errors	2.447	1.323	2.332	1.432
19. Use common word instead of Internet jargon/popular buzzwords	2.388	1.31	2.309	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	2.518	0.575	2.32	0.647
21. Logo of website is unique	NA	0.269	NA	0.259
22. Use meaningful link labels for linking to related content	2.318	0.529	2.217	0.56
23. Present text clearly with high-contrast background	2.364	0.864	2.239	0.93
24. Font size of text	2.328	0.265	2.184	0.294
25. Provide descriptive page titles/labels/headings	2.372	0.266	2.176	0.303
26. Provide meaningful information in multimedia	2.305	0.809	2.123	0.895

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Shilla Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	0.65	1.29	0.558	1.466
4. Show all major options on the homepage	1.5	1.332	1.332	1.495
5. Enable access to the homepage from any other page on the website	NA	1.283	NA	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.51	0.611	1.391	0.675
10. Eliminate horizontal and vertical scrolling	1.24	1.269	1.269	1.237
11. Utility of internal link	1.34	1.304	1.304	1.335
12. Download and print function	2.45	1.292	2.286	1.412
13. Inform users of long downloading time	2.34	NA	2.161	NA
14. Utility of the transaction function	0.97	1.331	0.925	1.392
15. Website information credibility (update/accurate information)	2.58	NA	2.43	NA
<b>Language</b>				
16. Multiple language versions of website	NA	2.365	NA	2.336
17. Text understandability	2.49	1.372	2.398	1.453
18. Spelling and grammatical errors	2.45	1.323	2.332	1.432
19. Use common word instead of Internet jargon/popular buzzwords	2.39	1.31	2.309	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	2.52	1.319	2.32	1.461
21. Logo of website is unique	NA	0.837	NA	0.813
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	2.36	1.252	2.239	1.34
24. Font size of text	2.33	1.21	2.184	1.309
25. Provide descriptive page titles/labels/headings	2.37	1.208	2.176	1.34
26. Provide meaningful information in multimedia	2.31	1.176	2.123	1.295

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Park Hotel Adler</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.027	2.287	0.893	2.513
4. Show all major options on the homepage	1.495	1.332	1.332	1.495
5. Enable access to the homepage from any other page on the website	1.482	2.273	1.283	2.524
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	NA	1.391	NA	1.505
10. Eliminate horizontal and vertical scrolling	0.855	0.878	0.878	0.855
11. Utility of internal link	0.928	0.904	0.904	0.928
12. Download and print function	1.412	2.286	1.292	2.446
13. Inform users of long downloading time	1.339	NA	1.205	NA
14. Utility of the transaction function	1.392	0.581	1.331	0.614
15. Website information credibility (update/accurate information)	1.538	0.983	1.407	1.085
<b>Language</b>				
16. Multiple language versions of website	0.937	0.936	0.936	0.937
17. Text understandability	1.453	2.398	1.372	2.491
18. Spelling and grammatical errors	1.432	2.332	1.323	2.447
19. Use common word instead of Internet jargon/popular buzzwords	1.377	2.309	1.31	2.388
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.022	1.319	0.916	1.461
21. Logo of website is unique	1.181	0.837	1.214	0.813
22. Use meaningful link labels for linking to related content	0.899	2.217	0.851	2.318
23. Present text clearly with high-contrast background	1.34	2.239	1.252	2.364
24. Font size of text	1.309	0.516	1.21	0.565
25. Provide descriptive page titles/labels/headings	1.34	0.832	1.208	0.928
26. Provide meaningful information in multimedia	0.895	1.176	0.809	1.295

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Hotel Ashford Castle</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	2.287	1.29	2.513
4. Show all major options on the homepage	1.495	2.346	1.332	2.547
5. Enable access to the homepage from any other page on the website	1.482	0.888	1.283	1.04
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	2.42	1.391	2.555
10. Eliminate horizontal and vertical scrolling	0.208	1.269	0.214	1.237
11. Utility of internal link	1.335	2.303	1.304	2.339
12. Download and print function	NA	0.895	NA	0.985
13. Inform users of long downloading time	1.339	2.161	1.205	2.337
14. Utility of the transaction function	0.972	2.336	0.925	2.412
15. Website information credibility (update/accurate information)	1.538	1.407	1.407	1.538
<b>Language</b>				
16. Multiple language versions of website	0.238	2.365	0.234	2.336
17. Text understandability	1.018	2.398	0.954	2.491
18. Spelling and grammatical errors	1.432	2.332	1.323	2.447
19. Use common word instead of Internet jargon/popular buzzwords	1.377	2.309	1.31	2.388
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.022	2.32	0.916	2.518
21. Logo of website is unique	1.181	2.178	1.214	2.132
22. Use meaningful link labels for linking to related content	1.3	2.217	1.234	2.318
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	0.905	0.833	0.833	0.905
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34
26. Provide meaningful information in multimedia	0.218	1.176	0.191	1.295

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Hotel Rocco Forte Collection</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	0.652	1.29	0.558	1.466
4. Show all major options on the homepage	1.495	2.346	1.332	2.547
5. Enable access to the homepage from any other page on the website	1.482	2.273	1.283	2.524
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	0.675	0.969	0.611	1.058
10. Eliminate horizontal and vertical scrolling	0.534	1.269	0.548	1.237
11. Utility of internal link	0.584	1.304	0.567	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	0.831	NA	0.932
14. Utility of the transaction function	0.972	NA	0.925	NA
15. Website information credibility (update/accurate information)	1.538	2.43	1.407	2.579
<b>Language</b>				
16. Multiple language versions of website	0.937	1.347	0.936	1.344
17. Text understandability	1.453	1.372	1.372	1.453
18. Spelling and grammatical errors	1.432	2.332	1.323	2.447
19. Use common word instead of Internet jargon/popular buzzwords	1.377	2.309	1.31	2.388
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	0.647	0.916	0.575	1.022
21. Logo of website is unique	0.813	1.214	0.837	1.181
22. Use meaningful link labels for linking to related content	0.899	2.217	0.851	2.318
23. Present text clearly with high-contrast background	1.34	2.239	1.252	2.364
24. Font size of text	1.309	0.833	1.21	0.905
25. Provide descriptive page titles/labels/headings	0.928	1.208	0.832	1.34
26. Provide meaningful information in multimedia	0.895	2.123	0.809	2.305



<b>Usability Performance of the Selected International Hotel Website</b>	<b>Hessischer Hof Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.47	2.287	1.29	2.513
4. Show all major options on the homepage	1.5	2.346	1.332	2.547
5. Enable access to the homepage from any other page on the website	1.48	2.273	1.283	2.524
6. Design an internal search engine	2.31	2.267	2.267	2.312
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.51	0.969	1.391	1.058
10. Eliminate horizontal and vertical scrolling	1.24	2.254	1.269	2.201
11. Utility of internal link	1.34	2.303	1.304	2.339
12. Download and print function	0.62	NA	0.56	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	1.39	1.331	1.331	1.392
15. Website information credibility (update/accurate information)	1.54	2.43	1.407	2.579
<b>Language</b>				
16. Multiple language versions of website	0.94	0.936	0.936	0.937
17. Text understandability	1.45	0.954	1.372	1.018
18. Spelling and grammatical errors	1.43	1.323	1.323	1.432
19. Use common word instead of Internet jargon/popular buzzwords	1.38	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.46	2.32	1.319	2.518
21. Logo of website is unique	1.18	1.214	1.214	1.181
22. Use meaningful link labels for linking to related content	1.3	2.217	1.234	2.318
23. Present text clearly with high-contrast background	1.34	2.239	1.252	2.364
24. Font size of text	1.31	1.21	1.21	1.309
25. Provide descriptive page titles/labels/headings	1.34	2.176	1.208	2.372
26. Provide meaningful information in multimedia	1.3	2.123	1.176	2.305

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Hotel Lord Byron</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	1.29	1.29	1.466
4. Show all major options on the homepage	1.495	2.346	1.332	2.547
5. Enable access to the homepage from any other page on the website	1.482	0.556	1.283	0.663
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	1.391	1.391	1.505
10. Eliminate horizontal and vertical scrolling	0.855	1.269	0.878	1.237
11. Utility of internal link	1.335	0.904	1.304	0.928
12. Download and print function	NA	1.292	NA	1.412
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	1.392	1.331	1.331	1.392
15. Website information credibility (update/accurate information)	NA	1.407	NA	1.538
<b>Language</b>				
16. Multiple language versions of website	1.344	2.365	1.347	2.336
17. Text understandability	1.453	2.398	1.372	2.491
18. Spelling and grammatical errors	1.432	2.332	1.323	2.447
19. Use common word instead of Internet jargon/popular buzzwords	1.377	2.309	1.31	2.388
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	2.32	1.319	2.518
21. Logo of website is unique	0.813	1.214	0.837	1.181
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	1.34	0.864	1.252	0.93
24. Font size of text	1.309	1.21	1.21	1.309
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34
26. Provide meaningful information in multimedia	1.295	2.123	1.176	2.305

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Schlössle Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	0.652	1.29	0.558	1.466
4. Show all major options on the homepage	1.049	1.332	0.925	1.495
5. Enable access to the homepage from any other page on the website	0.663	0.556	0.556	0.663
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	0.675	0.611	0.611	0.675
10. Eliminate horizontal and vertical scrolling	0.855	0.548	0.878	0.534
11. Utility of internal link	0.928	1.304	0.904	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	0.972	2.336	0.925	2.412
15. Website information credibility (update/accurate information)	1.085	2.43	0.983	2.579
<b>Language</b>				
16. Multiple language versions of website	0.592	NA	0.588	NA
17. Text understandability	1.018	1.372	0.954	1.453
18. Spelling and grammatical errors	1.432	2.332	1.323	2.447
19. Use common word instead of Internet jargon/popular buzzwords	1.377	2.309	1.31	2.388
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	0.647	0.916	0.575	1.022
21. Logo of website is unique	0.504	0.837	0.52	0.813
22. Use meaningful link labels for linking to related content	0.56	0.851	0.529	0.899
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	1.309	1.21	1.21	1.309
25. Provide descriptive page titles/labels/headings	0.928	0.516	0.832	0.58
26. Provide meaningful information in multimedia	0.895	1.176	0.809	1.295

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Les Trois Rois Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	1.29	1.29	1.466
4. Show all major options on the homepage	1.495	1.332	1.332	1.495
5. Enable access to the homepage from any other page on the website	1.482	2.273	1.283	2.524
6. Design an internal search engine	1.321	2.267	1.278	2.312
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	2.42	1.391	2.555
10. Eliminate horizontal and vertical scrolling	1.237	1.269	1.269	1.237
11. Utility of internal link	1.335	2.303	1.304	2.339
12. Download and print function	1.412	2.286	1.292	2.446
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	1.392	1.331	1.331	1.392
15. Website information credibility (update/accurate information)	1.538	1.407	1.407	1.538
<b>Language</b>				
16. Multiple language versions of website	1.344	1.347	1.347	1.344
17. Text understandability	1.453	1.372	1.372	1.453
18. Spelling and grammatical errors	1.432	1.323	1.323	1.432
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	1.319	1.319	1.461
21. Logo of website is unique	0.813	1.214	0.837	1.181
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	0.583	1.252	0.538	1.34
24. Font size of text	0.565	1.21	0.516	1.309
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34
26. Provide meaningful information in multimedia	1.295	2.123	1.176	2.305

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Grand Hotel Punta Molino</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	1.29	1.29	1.466
4. Show all major options on the homepage	1.495	1.332	1.332	1.495
5. Enable access to the homepage from any other page on the website	1.482	1.283	1.283	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	2.42	1.391	2.555
10. Eliminate horizontal and vertical scrolling	1.237	1.269	1.269	1.237
11. Utility of internal link	1.335	1.304	1.304	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	0.972	1.331	0.925	1.392
15. Website information credibility (update/accurate information)	NA	1.407	NA	1.538
<b>Language</b>				
16. Multiple language versions of website	1.344	2.365	1.347	2.336
17. Text understandability	1.453	1.372	1.372	1.453
18. Spelling and grammatical errors	1.432	1.323	1.323	1.432
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	1.319	1.319	1.461
21. Logo of website is unique	1.181	2.178	1.214	2.132
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	1.309	1.21	1.21	1.309
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34
26. Provide meaningful information in multimedia	1.295	1.176	1.176	1.295

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Widder Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	NA	2.287	NA	2.513
4. Show all major options on the homepage	1.495	2.346	1.332	2.547
5. Enable access to the homepage from any other page on the website	1.482	2.273	1.283	2.524
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	1.391	1.391	1.505
10. Eliminate horizontal and vertical scrolling	2.201	0.878	2.254	0.855
11. Utility of internal link	1.335	1.304	1.304	1.335
12. Download and print function	NA	1.292	NA	1.412
13. Inform users of long downloading time	NA	2.161	NA	2.337
14. Utility of the transaction function	NA	1.331	NA	1.392
15. Website information credibility (update/accurate information)	1.538	1.407	1.407	1.538
<b>Language</b>				
16. Multiple language versions of website	NA	1.347	NA	1.344
17. Text understandability	1.453	1.372	1.372	1.453
18. Spelling and grammatical errors	1.432	1.323	1.323	1.432
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	1.319	1.319	1.461
21. Logo of website is unique	2.132	1.214	2.178	1.181
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	0.905	0.833	0.833	0.905
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34
26. Provide meaningful information in multimedia	1.295	1.176	1.176	1.295

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Grand Hotel Residencia</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	0.893	1.29	1.027
4. Show all major options on the homepage	1.495	1.332	1.332	1.495
5. Enable access to the homepage from any other page on the website	1.482	0.888	1.283	1.04
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	0.611	1.391	0.675
10. Eliminate horizontal and vertical scrolling	1.237	0.548	1.269	0.534
11. Utility of internal link	1.335	0.567	1.304	0.584
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	1.392	1.331	1.331	1.392
15. Website information credibility (update/accurate information)	NA	1.407	NA	1.538
<b>Language</b>				
16. Multiple language versions of website	1.344	2.365	1.347	2.336
17. Text understandability	1.453	1.372	1.372	1.453
18. Spelling and grammatical errors	1.432	1.323	1.323	1.432
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	0.575	1.319	0.647
21. Logo of website is unique	0.813	0.837	0.837	0.813
22. Use meaningful link labels for linking to related content	1.3	0.851	1.234	0.899
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	1.309	1.21	1.21	1.309
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34
26. Provide meaningful information in multimedia	1.295	0.501	1.176	0.559

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Hazelton Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	NA	1.29	NA	1.466
4. Show all major options on the homepage	0.669	0.925	0.58	1.049
5. Enable access to the homepage from any other page on the website	1.482	1.283	1.283	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	NA	1.391	NA
10. Eliminate horizontal and vertical scrolling	1.237	0.878	1.269	0.855
11. Utility of internal link	1.335	1.304	1.304	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	0.831	NA	0.932
14. Utility of the transaction function	NA	1.331	NA	1.392
15. Website information credibility (update/accurate information)	NA	1.407	NA	1.538
<b>Language</b>				
16. Multiple language versions of website	NA	NA	NA	NA
17. Text understandability	1.453	1.372	1.372	1.453
18. Spelling and grammatical errors	1.432	1.323	1.323	1.432
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	0.575	1.319	0.647
21. Logo of website is unique	2.132	1.214	2.178	1.181
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	2.364	0.538	2.239	0.583
24. Font size of text	1.309	0.833	1.21	0.905
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34
26. Provide meaningful information in multimedia	1.295	1.176	1.176	1.295



<b>Usability Performance of the Selected International Hotel Website</b>	<b>Wheatleigh Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	NA	1.29	NA	1.466
4. Show all major options on the homepage	1.495	1.332	1.332	1.495
5. Enable access to the homepage from any other page on the website	1.482	1.283	1.283	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	1.391	1.391	1.505
10. Eliminate horizontal and vertical scrolling	2.201	1.269	2.254	1.237
11. Utility of internal link	0.928	1.304	0.904	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	NA	1.331	NA	1.392
15. Website information credibility (update/accurate information)	1.538	1.407	1.407	1.538
<b>Language</b>				
16. Multiple language versions of website	NA	NA	NA	NA
17. Text understandability	1.453	1.372	1.372	1.453
18. Spelling and grammatical errors	1.432	1.323	1.323	1.432
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	1.319	1.319	1.461
21. Logo of website is unique	0.259	NA	0.269	NA
22. Use meaningful link labels for linking to related content	0.291	1.234	0.273	1.3
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	1.309	0.516	1.21	0.565
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34
26. Provide meaningful information in multimedia	0.895	1.176	0.809	1.295

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Cap Juluca Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	0.349	1.29	0.291	1.466
4. Show all major options on the homepage	2.547	1.332	2.346	1.495
5. Enable access to the homepage from any other page on the website	2.524	1.283	2.273	1.482
6. Design an internal search engine	0.304	NA	0.288	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	2.555	0.969	2.42	1.058
10. Eliminate horizontal and vertical scrolling	0.534	0.878	0.548	0.855
11. Utility of internal link	0.928	1.304	0.904	1.335
12. Download and print function	0.623	NA	0.56	NA
13. Inform users of long downloading time	0.587	NA	0.517	NA
14. Utility of the transaction function	0.972	1.331	0.925	1.392
15. Website information credibility (update/accurate information)	2.579	1.407	2.43	1.538
<b>Language</b>				
16. Multiple language versions of website	0.313	0.309	0.309	0.313
17. Text understandability	1.453	2.398	1.372	2.491
18. Spelling and grammatical errors	2.447	2.332	2.332	2.447
19. Use common word instead of Internet jargon/popular buzzwords	2.388	2.309	2.309	2.388
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.022	0.916	0.916	1.022
21. Logo of website is unique	2.132	2.178	2.178	2.132
22. Use meaningful link labels for linking to related content	0.899	2.217	0.851	2.318
23. Present text clearly with high-contrast background	2.364	2.239	2.239	2.364
24. Font size of text	2.328	2.184	2.184	2.328
25. Provide descriptive page titles/labels/headings	2.372	2.176	2.176	2.372
26. Provide meaningful information in multimedia	1.295	2.123	1.176	2.305

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Hotel Hayman</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	NA	2.287	NA	2.513
4. Show all major options on the homepage	1.495	1.332	1.332	1.495
5. Enable access to the homepage from any other page on the website	2.524	1.283	2.273	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	0.969	1.391	1.058
10. Eliminate horizontal and vertical scrolling	0.278	0.878	0.285	0.855
11. Utility of internal link	0.584	1.304	0.567	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	NA	1.331	NA	1.392
15. Website information credibility (update/accurate information)	NA	1.407	NA	1.538
<b>Language</b>				
16. Multiple language versions of website	NA	NA	NA	NA
17. Text understandability	1.453	1.372	1.372	1.453
18. Spelling and grammatical errors	1.432	1.323	1.323	1.432
19. Use common word instead of Internet jargon/popular buzzwords	2.388	1.31	2.309	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	0.916	1.319	1.022
21. Logo of website is unique	1.181	NA	1.214	NA
22. Use meaningful link labels for linking to related content	0.899	1.234	0.851	1.3
23. Present text clearly with high-contrast background	2.364	0.864	2.239	0.93
24. Font size of text	2.328	0.833	2.184	0.905
25. Provide descriptive page titles/labels/headings	2.372	1.208	2.176	1.34
26. Provide meaningful information in multimedia	2.305	1.176	2.123	1.295

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Thurnher's Alpenhof Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.027	2.287	0.893	2.513
4. Show all major options on the homepage	1.495	2.346	1.332	2.547
5. Enable access to the homepage from any other page on the website	1.482	2.273	1.283	2.524
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.058	2.42	0.969	2.555
10. Eliminate horizontal and vertical scrolling	0.855	1.269	0.878	1.237
11. Utility of internal link	0.928	1.304	0.904	1.335
12. Download and print function	0.985	1.292	0.895	1.412
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	NA	2.336	NA	2.412
15. Website information credibility (update/accurate information)	0.697	2.43	0.622	2.579
<b>Language</b>				
16. Multiple language versions of website	0.937	0.936	0.936	0.937
17. Text understandability	1.453	1.372	1.372	1.453
18. Spelling and grammatical errors	1.432	2.332	1.323	2.447
19. Use common word instead of Internet jargon/popular buzzwords	1.377	2.309	1.31	2.388
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	1.319	1.319	1.461
21. Logo of website is unique	0.813	NA	0.837	NA
22. Use meaningful link labels for linking to related content	1.3	2.217	1.234	2.318
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	1.309	1.21	1.21	1.309
25. Provide descriptive page titles/labels/headings	0.928	2.176	0.832	2.372
26. Provide meaningful information in multimedia	0.559	1.176	0.501	1.295

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Cotton House Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.027	2.287	0.893	2.513
4. Show all major options on the homepage	1.495	2.346	1.332	2.547
5. Enable access to the homepage from any other page on the website	1.482	0.556	1.283	0.663
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	2.555	1.391	2.42	1.505
10. Eliminate horizontal and vertical scrolling	2.201	1.269	2.254	1.237
11. Utility of internal link	2.339	1.304	2.303	1.335
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	NA	0.831	NA	0.932
14. Utility of the transaction function	NA	1.331	NA	1.392
15. Website information credibility (update/accurate information)	NA	1.407	NA	1.538
<b>Language</b>				
16. Multiple language versions of website	0.313	0.588	0.309	0.592
17. Text understandability	1.453	1.372	1.372	1.453
18. Spelling and grammatical errors	1.432	1.323	1.323	1.432
19. Use common word instead of Internet jargon/popular buzzwords	2.388	1.31	2.309	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	1.319	1.319	1.461
21. Logo of website is unique	2.132	0.837	2.178	0.813
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	1.309	0.833	1.21	0.905
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Karma Jimbaran Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	1.29	1.29	1.466
4. Show all major options on the homepage	0.669	1.332	0.58	1.495
5. Enable access to the homepage from any other page on the website	1.482	1.283	1.283	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	0.675	1.391	0.611	1.505
10. Eliminate horizontal and vertical scrolling	0.534	0.878	0.548	0.855
11. Utility of internal link	0.928	0.904	0.904	0.928
12. Download and print function	0.985	1.292	0.895	1.412
13. Inform users of long downloading time	0.932	NA	0.831	NA
14. Utility of the transaction function	NA	1.331	NA	1.392
15. Website information credibility (update/accurate information)	1.538	0.983	1.407	1.085
<b>Language</b>				
16. Multiple language versions of website	0.937	NA	0.936	NA
17. Text understandability	1.018	1.372	0.954	1.453
18. Spelling and grammatical errors	1.004	1.323	0.917	1.432
19. Use common word instead of Internet jargon/popular buzzwords	0.96	1.31	0.909	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	0.647	0.916	0.575	1.022
21. Logo of website is unique	0.813	0.837	0.837	0.813
22. Use meaningful link labels for linking to related content	0.899	1.234	0.851	1.3
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	0.905	0.833	0.833	0.905
25. Provide descriptive page titles/labels/headings	1.34	0.832	1.208	0.928
26. Provide meaningful information in multimedia	1.295	2.123	1.176	2.305

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Legendary Badrutt's Palace Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	2.287	1.29	2.513
4. Show all major options on the homepage	1.495	2.346	1.332	2.547
5. Enable access to the homepage from any other page on the website	1.482	2.273	1.283	2.524
6. Design an internal search engine	1.321	2.267	1.278	2.312
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.058	2.42	0.969	2.555
10. Eliminate horizontal and vertical scrolling	0.855	1.269	0.878	1.237
11. Utility of internal link	0.928	2.303	0.904	2.339
12. Download and print function	0.985	1.292	0.895	1.412
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	NA	2.336	NA	2.412
15. Website information credibility (update/accurate information)	NA	2.43	NA	2.579
<b>Language</b>				
16. Multiple language versions of website	1.344	1.347	1.347	1.344
17. Text understandability	1.018	1.372	0.954	1.453
18. Spelling and grammatical errors	1.004	1.323	0.917	1.432
19. Use common word instead of Internet jargon/popular buzzwords	0.96	1.31	0.909	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	2.32	1.319	2.518
21. Logo of website is unique	1.181	1.214	1.214	1.181
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	0.905	1.21	0.833	1.309
25. Provide descriptive page titles/labels/headings	0.928	2.176	0.832	2.372
26. Provide meaningful information in multimedia	NA	0.809	NA	0.895

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Hotel Gran Meliá Cancun Resort</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	1.29	1.2897	1.466
4. Show all major options on the homepage	1.495	0.925	1.3324	1.049
5. Enable access to the homepage from any other page on the website	1.482	2.273	1.2828	2.524
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	0.969	1.3907	1.058
10. Eliminate horizontal and vertical scrolling	0.855	0.878	0.8776	0.855
11. Utility of internal link	1.335	0.904	1.3044	0.928
12. Download and print function	NA	NA	NA	NA
13. Inform users of long downloading time	1.339	NA	1.205	NA
14. Utility of the transaction function	NA	1.331	NA	1.392
15. Website information credibility (update/accurate information)	1.085	0.983	0.9831	1.085
<b>Language</b>				
16. Multiple language versions of website	2.336	1.347	2.3647	1.344
17. Text understandability	1.453	0.954	1.3719	1.018
18. Spelling and grammatical errors	1.432	1.323	1.3227	1.432
19. Use common word instead of Internet jargon/popular buzzwords	1.377	0.909	1.3099	0.96
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.022	0.916	0.9159	1.022
21. Logo of website is unique	0.813	0.837	0.8372	0.813
22. Use meaningful link labels for linking to related content	0.56	0.851	0.5286	0.899
23. Present text clearly with high-contrast background	0.93	0.864	0.8639	0.93
24. Font size of text	0.905	0.833	0.8328	0.905
25. Provide descriptive page titles/labels/headings	0.928	1.208	0.8317	1.34
26. Provide meaningful information in multimedia	1.295	0.809	1.1759	0.895



<b>Usability Performance of the Selected International Hotel Website</b>	<b>Four seasons Hotel (Dublin)</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	1.29	1.29	1.466
4. Show all major options on the homepage	1.495	0.925	1.332	1.049
5. Enable access to the homepage from any other page on the website	2.524	2.273	2.273	2.524
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	0.969	1.391	1.058
10. Eliminate horizontal and vertical scrolling	1.237	0.878	1.269	0.855
11. Utility of internal link	1.335	2.303	1.304	2.339
12. Download and print function	NA	2.286	NA	2.446
13. Inform users of long downloading time	0.587	2.161	0.517	2.337
14. Utility of the transaction function	1.392	NA	1.331	NA
15. Website information credibility (update/accurate information)	1.538	2.43	1.407	2.579
<b>Language</b>				
16. Multiple language versions of website	2.336	2.365	2.365	2.336
17. Text understandability	2.491	2.398	2.398	2.491
18. Spelling and grammatical errors	1.432	2.332	1.323	2.447
19. Use common word instead of Internet jargon/popular buzzwords	1.377	2.309	1.31	2.388
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	2.518	0.916	2.32	1.022
21. Logo of website is unique	2.132	0.837	2.178	0.813
22. Use meaningful link labels for linking to related content	0.899	2.217	0.851	2.318
23. Present text clearly with high-contrast background	2.364	1.252	2.239	1.34
24. Font size of text	1.309	2.184	1.21	2.328
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34
26. Provide meaningful information in multimedia	1.295	2.123	1.176	2.305

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Paradise Hotels</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	1.29	1.29	1.466
4. Show all major options on the homepage	1.495	1.332	1.332	1.495
5. Enable access to the homepage from any other page on the website	1.482	1.283	1.283	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	NA	1.391	NA	1.505
10. Eliminate horizontal and vertical scrolling	1.237	1.269	1.269	1.237
11. Utility of internal link	1.335	1.304	1.304	1.335
12. Download and print function	1.412	NA	1.292	NA
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	NA	NA	NA	NA
15. Website information credibility (update/accurate information)	NA	1.407	NA	1.538
<b>Language</b>				
16. Multiple language versions of website	0.313	0.936	0.309	0.937
17. Text understandability	2.491	1.372	2.398	1.453
18. Spelling and grammatical errors	1.432	1.323	1.323	1.432
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	0.916	1.319	1.022
21. Logo of website is unique	0.813	1.214	0.837	1.181
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	0.565	0.833	0.516	0.905
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34
26. Provide meaningful information in multimedia	1.295	0.501	1.176	0.559

<b>Usability Performance of the Selected International Hotel Website</b>	<b>The Alex Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.027	1.29	0.893	1.466
4. Show all major options on the homepage	1.495	0.925	1.332	1.049
5. Enable access to the homepage from any other page on the website	1.482	1.283	1.283	1.482
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	0.969	1.391	1.058
10. Eliminate horizontal and vertical scrolling	1.237	1.269	1.269	1.237
11. Utility of internal link	1.335	1.304	1.304	1.335
12. Download and print function	0.985	1.292	0.895	1.412
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	1.392	1.331	1.331	1.392
15. Website information credibility (update/accurate information)	1.538	1.407	1.407	1.538
<b>Language</b>				
16. Multiple language versions of website	0.592	NA	0.588	NA
17. Text understandability	1.453	2.398	1.372	2.491
18. Spelling and grammatical errors	1.432	2.332	1.323	2.447
19. Use common word instead of Internet jargon/popular buzzwords	1.377	1.31	1.31	1.377
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	1.319	1.319	1.461
21. Logo of website is unique	1.181	1.214	1.214	1.181
22. Use meaningful link labels for linking to related content	1.3	0.851	1.234	0.899
23. Present text clearly with high-contrast background	1.34	1.252	1.252	1.34
24. Font size of text	1.309	1.21	1.21	1.309
25. Provide descriptive page titles/labels/headings	1.34	1.208	1.208	1.34
26. Provide meaningful information in multimedia	1.295	0.809	1.176	0.895

<b>Usability Performance of the Selected International Hotel Website</b>	<b>Hotel Quinta do Lago Hotel</b>			
<b>Navigation</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
3. Provide navigation options/navigation system	1.466	2.287	1.29	2.513
4. Show all major options on the homepage	1.495	2.346	1.332	2.547
5. Enable access to the homepage from any other page on the website	1.482	2.273	1.283	2.524
6. Design an internal search engine	NA	NA	NA	NA
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	1.505	2.42	1.391	2.555
10. Eliminate horizontal and vertical scrolling	0.534	1.269	0.548	1.237
11. Utility of internal link	1.335	2.303	1.304	2.339
12. Download and print function	NA	1.292	NA	1.412
13. Inform users of long downloading time	NA	NA	NA	NA
14. Utility of the transaction function	1.392	1.331	1.331	1.392
15. Website information credibility (update/accurate information)	NA	2.43	NA	2.579
<b>Language</b>				
16. Multiple language versions of website	1.344	2.365	1.347	2.336
17. Text understandability	1.453	2.398	1.372	2.491
18. Spelling and grammatical errors	1.432	2.332	1.323	2.447
19. Use common word instead of Internet jargon/popular buzzwords	1.377	2.309	1.31	2.388
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	1.461	2.32	1.319	2.518
21. Logo of website is unique	1.181	2.178	1.214	2.132
22. Use meaningful link labels for linking to related content	1.3	1.234	1.234	1.3
23. Present text clearly with high-contrast background	1.34	2.239	1.252	2.364
24. Font size of text	0.905	2.184	0.833	2.328
25. Provide descriptive page titles/labels/headings	1.34	2.176	1.208	2.372
26. Provide meaningful information in multimedia	1.295	2.123	1.176	2.305

## Appendix J: Lowest and Highest Performance Score of International Luxury Hotel Websites

<b>Lowest Performance Score of Usability Attributes</b>	<b>CC</b>	<b>II</b>	<b>CI</b>	<b>IC</b>
<b>Navigation</b>				
3. Provide navigation options/navigation system	0.291	0.349	0.291	0.349
4. Show all major options on the homepage	0.58	0.669	0.58	0.669
5. Enable access to the homepage from any other page on the website	0.556	0.663	0.556	0.663
6. Design an internal search engine	0.288	0.304	0.288	0.304
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	0.323	0.675	0.611	0.364
10. Eliminate horizontal and vertical scrolling	0.548	0.208	0.214	0.534
11. Utility of internal link	0.567	0.584	0.567	0.584
12. Download and print function	0.895	0.623	0.56	0.985
13. Inform users of long downloading time	0.831	0.587	0.517	0.932
14. Utility of the transaction function	0.581	0.972	0.925	0.614
15. Website information credibility (update/accurate information)	0.983	0.697	0.622	1.085
<b>Language</b>				
16. Multiple language versions of website	0.309	0.238	0.234	0.313
17. Text understandability	0.954	1.018	0.954	1.018
18. Spelling and grammatical errors	1.323	1.004	0.917	1.432
19. Use common word instead of Internet jargon/popular buzzwords	0.909	0.96	0.909	0.96
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	0.575	0.647	0.575	0.647
21. Logo of website is unique	0.269	0.259	0.269	0.259
22. Use meaningful link labels for linking to related content	0.529	0.291	0.273	0.56
23. Present text clearly with high-contrast background	0.538	0.583	0.538	0.583
24. Font size of text	0.265	0.565	0.516	0.294
25. Provide descriptive page titles/labels/headings	0.266	0.928	0.832	0.303
26. Provide meaningful information in multimedia	0.501	0.218	0.191	0.559

<b>Lowest Performance Score of Functionality Attributes</b>	<b>CC</b>	<b>II</b>	<b>CI</b>	<b>IC</b>
<b>General information</b>				
1. Hotel descriptions (hotel introduction)	0.643	0.326	0.297	0.692
2. Hotel location (maps, traffic information about how to reach the hotel)	0.669	0.718	0.669	0.718
3. Hotel facilities (guest room, restaurants and meeting facilities)	1	0.696	0.631	1.086
4. Promotion of products (special offers, frequent guest programs)	0.317	0.324	0.317	0.324
5. Availability of virtual tours/video files of the hotel	0.281	0.23	0.21	0.304
<b>Reservation information</b>				
6. Room rate	1.492	0.754	0.669	1.63
7. Room availability	0.304	0.74	0.578	0.409
8. View or cancel reservations	1	0.691	0.634	1.077
9. Check in and check-out time	0.969	0.347	0.325	1.014
10. Price ranges of different products/services	0.978	0.351	0.328	1.027
11. Payment options	0.333	1.022	0.987	0.35
12. Secured payment systems	1.484	0.38	0.358	1.53
13. Worldwide reservations phone number	0.964	0.321	0.322	0.953
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.955	0.3	0.318	0.908
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.577	0.544	0.577	0.544
16. Online forum (BBS or providing a link to a third party websites)	0.517	0.208	0.266	0.414
17. Staff directory search function	0.48	0.637	0.777	0.388
18. Create or modify personal profile for customers	0.503	0.681	0.81	0.417
19. Links to other related businesses	0.254	0.192	0.254	0.192
20. Product warranty/legality	0.568	0.429	0.568	0.429
<b>Surrounding area information</b>				
21. Transportation	0.626	0.317	0.333	0.601
22. Airport information	0.598	0.313	0.315	0.593
23. Main attractions of the destination	0.568	0.227	0.223	0.574
24. General information about the destination	0.295	0.222	0.222	0.294
25. Weather report	0.547	0.495	0.547	0.495

<b>Highest Performance Score of Usability Attributes</b>	<b>CC</b>	<b>II</b>	<b>CI</b>	<b>IC</b>
<b>Navigation</b>				
3. Provide navigation options/navigation system	2.287	2.513	2.287	2.513
4. Show all major options on the homepage	2.346	2.547	2.346	2.547
5. Enable access to the homepage from any other page on the website	2.273	2.524	2.273	2.524
6. Design an internal search engine	2.267	2.312	2.267	2.312
<b>Website friendliness (ease-of-use)</b>				
9. Website learnability (easy to learn how to use the website)	2.42	2.555	2.42	2.555
10. Eliminate horizontal and vertical scrolling	2.254	2.201	2.254	2.201
11. Utility of internal link	2.303	2.339	2.303	2.339
12. Download and print function	2.286	2.446	2.286	2.446
13. Inform users of long downloading time	2.161	2.337	2.161	2.337
14. Utility of the transaction function	2.336	2.412	2.336	2.412
15. Website information credibility (update/accurate information)	2.43	2.579	2.43	2.579
<b>Language</b>				
16. Multiple language versions of website	2.365	2.336	2.365	2.336
17. Text understandability	2.398	2.491	2.398	2.491
18. Spelling and grammatical errors	2.332	2.447	2.332	2.447
19. Use common word instead of Internet jargon/popular buzzwords	2.309	2.388	2.309	2.388
<b>Overall layout and appearance</b>				
20. Structure is easy to understand	2.32	2.518	2.32	2.518
21. Logo of website is unique	2.178	2.132	2.178	2.132
22. Use meaningful link labels for linking to related content	2.217	2.318	2.217	2.318
23. Present text clearly with high-contrast background	2.239	2.364	2.239	2.364
24. Font size of text	2.184	2.328	2.184	2.328
25. Provide descriptive page titles/labels/headings	2.176	2.372	2.176	2.372
26. Provide meaningful information in multimedia	2.123	2.305	2.123	2.305

<b>Highest Performance Score of Functionality Attributes</b>	<b>CC</b>	<b>II</b>	<b>CI</b>	<b>IC</b>
<b>General information</b>				
1. Hotel descriptions (hotel introduction)	2.508	2.601	2.508	2.601
2. Hotel location (maps, traffic information about how to reach the hotel)	2.559	2.63	2.559	2.63
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.492	2.594	2.492	2.594
4. Promotion of products (special offers, frequent guest programs)	2.492	2.416	2.407	2.416
5. Availability of virtual tours/video files of the hotel	2.508	2.307	2.259	2.307
<b>Reservation information</b>				
6. Room rate	2.532	2.662	2.532	2.662
7. Room availability	2.331	2.644	2.331	2.644
8. View or cancel reservations	2.463	2.568	2.463	2.568
9. Check in and check-out time	2.41	2.47	2.41	2.47
10. Price ranges of different products/services	2.433	2.504	2.433	2.504
11. Payment options	2.438	2.484	2.438	2.484
12. Secured payment systems	2.526	2.553	2.526	2.553
13. Worldwide reservations phone number	2.402	2.357	2.402	2.357
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	2.395	2.289	2.395	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	2.337	2.236	2.337	2.236
16. Online forum (BBS or providing a link to a third party websites)	2.179	1.849	2.179	1.849
17. Staff directory search function	2.057	0.637	2.057	1.76
18. Create or modify personal profile for customers	2.118	1.853	2.118	1.853
19. Links to other related businesses	2.11	1.756	2.11	1.756
20. Product warranty/legality	2.31	1.881	2.31	1.881
<b>Surrounding area information</b>				
21. Transportation	2.454	2.389	2.454	2.389
22. Airport information	2.389	1.352	2.389	2.358
23. Main attractions of the destination	2.321	2.324	2.321	2.324
24. General information about the destination	2.313	2.299	2.313	2.299
25. Weather report	2.257	2.102	2.257	2.102



## Appendix K: Functionality Performance of the Selected International Luxury Hotel Websites

1.

Functionality Performance of the Selected International Hotel Website	Santa Monica Hotel: Shutters on the beach			
General information	II	CC	CI	IC
1. Hotel descriptions (hotel introduction)	1.082	1.453	1.015	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	1.499	1.499	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	1.434	1.434	1.541
4. Promotion of products (special offers, frequent guest programs)	0.969	1.376	0.957	1.39
5. Availability of virtual tours/video files of the hotel	2.307	1.263	2.259	1.318
Reservation information				
6. Room rate	1.161	1.492	1.049	1.63
7. Room availability	1.608	1.326	1.326	1.608
8. View or cancel reservations	0.691	1.43	0.634	1.528
9. Check in and check-out time	1.014	1.389	0.969	1.446
10. Price ranges of different products/services	1.027	1.403	0.978	1.465
11. Payment options	1.022	1.412	0.987	1.457
12. Secured payment systems	1.081	1.484	1.042	1.53
13. Worldwide reservations phone number	0.953	1.383	0.964	1.364
Website management				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.908	1.372	0.955	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.544	NA	0.577	NA
16. Online forum (BBS or providing a link to a third party websites)	0.677	1.21	0.833	0.995
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.681	NA	0.81	NA
19. Links to other related businesses	0.386	NA	0.496	NA
20. Product warranty/legality	0.698	1.308	0.906	1.022
Surrounding area information				
21. Transportation	0.953	1.418	0.99	1.369
22. Airport information	0.941	NA	0.95	NA
23. Main attractions of the destination	0.916	1.311	0.908	1.319
24. General information about the destination	0.9	1.305	0.904	1.3
25. Weather report	NA	NA	NA	NA

2.

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Hotel Chatham Bars Inn</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.45	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	1.5	1.499	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	1.43	1.434	1.541
4. Promotion of products (special offers, frequent guest programs)	1.39	0.6	1.376	0.612
5. Availability of virtual tours/video files of the hotel	1.318	0.54	1.263	0.577
<b>Reservation information</b>				
6. Room rate	1.161	1.49	1.049	1.63
7. Room availability	1.142	1.33	0.921	1.608
8. View or cancel reservations	1.077	1.43	1	1.528
9. Check in and check-out time	1.014	1.39	0.969	1.446
10. Price ranges of different products/services	1.465	1.4	1.403	1.465
11. Payment options	1.022	1.41	0.987	1.457
12. Secured payment systems	1.081	1.48	1.042	1.53
13. Worldwide reservations phone number	0.953	1.38	0.964	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.908	2.4	0.955	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	0.92	NA	0.871
16. Online forum (BBS or providing a link to a third party websites)	0.677	2.18	0.833	1.849
17. Staff directory search function	NA	1.13	NA	0.939
18. Create or modify personal profile for customers	NA	0.5	NA	0.417
19. Links to other related businesses	0.634	0.8	0.801	0.634
20. Product warranty/legality	1.022	1.31	1.308	1.022
<b>Surrounding area information</b>				
21. Transportation	0.953	1.42	0.99	1.369
22. Airport information	0.941	1.37	0.95	1.352
23. Main attractions of the destination	0.916	1.31	0.908	1.319
24. General information about the destination	0.9	1.31	0.904	1.3
25. Weather report	NA	0.55	NA	0.495

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Rittenhouse Hotel</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	2.601	1.453	2.508	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	2.63	2.559	2.559	2.63
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.594	1.434	2.492	1.541
4. Promotion of products (special offers, frequent guest programs)	2.416	1.376	2.407	1.39
5. Availability of virtual tours/video files of the hotel	2.307	2.259	2.259	2.307
<b>Reservation information</b>				
6. Room rate	2.662	1.492	2.532	1.63
7. Room availability	2.644	1.326	2.331	1.608
8. View or cancel reservations	2.568	1.43	2.463	1.528
9. Check in and check-out time	NA	2.41	NA	2.47
10. Price ranges of different products/services	2.504	1.403	2.433	1.465
11. Payment options	1.457	1.412	1.412	1.457
12. Secured payment systems	2.553	1.484	2.526	1.53
13. Worldwide reservations phone number	2.357	1.383	2.402	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	2.289	0.955	2.395	0.908
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	2.236	1.326	2.337	1.258
16. Online forum (BBS or providing a link to a third party websites)	1.849	NA	2.179	NA
17. Staff directory search function	NA	0.48	NA	0.388
18. Create or modify personal profile for customers	1.853	NA	2.118	NA
19. Links to other related businesses	1.756	1.166	2.11	0.935
20. Product warranty/legality	1.881	2.31	2.31	1.881
<b>Surrounding area information</b>				
21. Transportation	2.389	1.418	2.454	1.369
22. Airport information	2.358	1.366	2.389	1.352
23. Main attractions of the destination	2.324	2.321	2.321	2.324
24. General information about the destination	2.299	2.313	2.313	2.299
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Langham Hotel</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	2.508	1.453	2.601
2. Hotel location (maps, traffic information about how to reach the hotel)	NA	1.499	NA	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	0.696	2.492	0.631	2.594
4. Promotion of products (special offers, frequent guest programs)	2.416	1.376	2.407	1.39
5. Availability of virtual tours/video files of the hotel	1.318	NA	1.263	NA
<b>Reservation information</b>				
6. Room rate	2.662	1.492	2.532	1.63
7. Room availability	1.608	1.326	1.326	1.608
8. View or cancel reservations	1.528	2.463	1.43	2.568
9. Check in and check-out time	NA	1.389	NA	1.446
10. Price ranges of different products/services	NA	1.403	NA	1.465
11. Payment options	1.457	1.412	1.412	1.457
12. Secured payment systems	1.53	1.484	1.484	1.53
13. Worldwide reservations phone number	2.357	1.383	2.402	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	2.289	2.395	2.395	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	2.236	0.577	2.337	0.544
16. Online forum (BBS or providing a link to a third party websites)	1.849	NA	2.179	NA
17. Staff directory search function	1.76	NA	2.057	NA
18. Create or modify personal profile for customers	1.853	NA	2.118	NA
19. Links to other related businesses	NA	1.166	NA	0.935
20. Product warranty/legality	1.881	0.906	2.31	0.698
<b>Surrounding area information</b>				
21. Transportation	NA	1.418	NA	1.369
22. Airport information	NA	1.366	NA	1.352
23. Main attractions of the destination	NA	0.908	NA	0.916
24. General information about the destination	0.9	0.904	0.904	0.9
25. Weather report	NA	2.257	NA	2.102

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Umstead Hotel and Spa</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.54	1.015	1.453	1.082
2. Hotel location (maps, traffic information about how to reach the hotel)	2.63	2.559	2.559	2.63
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.59	1.434	2.492	1.541
4. Promotion of products (special offers, frequent guest programs)	1.39	1.376	1.376	1.39
5. Availability of virtual tours/video files of the hotel	0.58	2.259	0.542	2.307
<b>Reservation information</b>				
6. Room rate	2.66	2.532	2.532	2.662
7. Room availability	2.64	2.331	2.331	2.644
8. View or cancel reservations	2.57	2.463	2.463	2.568
9. Check in and check-out time	0.65	2.41	0.612	2.47
10. Price ranges of different products/services	1.47	0.978	1.403	1.027
11. Payment options	2.48	1.412	2.438	1.457
12. Secured payment systems	2.55	1.484	2.526	1.53
13. Worldwide reservations phone number	0.95	1.383	0.964	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.91	1.372	0.955	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.87	0.577	0.92	0.544
16. Online forum (BBS or providing a link to a third party websites)	1.85	0.517	2.179	0.414
17. Staff directory search function	NA	0.48	NA	0.388
18. Create or modify personal profile for customers	1.85	0.81	2.118	0.681
19. Links to other related businesses	1.76	0.254	2.11	0.192
20. Product warranty/legality	1.88	0.568	2.31	0.429
<b>Surrounding area information</b>				
21. Transportation	NA	1.418	NA	1.369
22. Airport information	0.94	1.366	0.95	1.352
23. Main attractions of the destination	2.32	1.311	2.321	1.319
24. General information about the destination	2.3	1.305	2.313	1.3
25. Weather report	2.1	1.268	2.257	1.162

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Hotel Le St-James</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	2.601	0.643	2.508	0.692
2. Hotel location (maps, traffic information about how to reach the hotel)	NA	1.499	NA	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.594	1	2.492	1.086
4. Promotion of products (special offers, frequent guest programs)	2.416	0.957	2.407	0.969
5. Availability of virtual tours/video files of the hotel	2.307	0.281	2.259	0.304
<b>Reservation information</b>				
6. Room rate	2.662	1.492	2.532	1.63
7. Room availability	2.644	1.326	2.331	1.608
8. View or cancel reservations	2.568	1.43	2.463	1.528
9. Check in and check-out time	2.47	1.389	2.41	1.446
10. Price ranges of different products/services	2.504	1.403	2.433	1.465
11. Payment options	2.484	1.412	2.438	1.457
12. Secured payment systems	2.553	1.484	2.526	1.53
13. Worldwide reservations phone number	2.357	1.383	2.402	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	2.289	1.372	2.395	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	2.236	0.577	2.337	0.544
16. Online forum (BBS or providing a link to a third party websites)	1.849	0.517	2.179	0.414
17. Staff directory search function	0.939	NA	1.132	NA
18. Create or modify personal profile for customers	0.999	0.81	1.176	0.681
19. Links to other related businesses	1.756	1.166	2.11	0.935
20. Product warranty/legality	1.022	0.906	1.308	0.698
<b>Surrounding area information</b>				
21. Transportation	NA	0.99	NA	0.953
22. Airport information	NA	0.95	NA	0.941
23. Main attractions of the destination	2.324	0.908	2.321	0.916
24. General information about the destination	2.299	0.565	2.313	0.564
25. Weather report	2.102	0.876	2.257	0.799

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Shilla Hotel</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.08	1.453	1.015	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	2.63	0.669	2.559	0.718
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.59	1.434	2.492	1.541
4. Promotion of products (special offers, frequent guest programs)	2.42	1.376	2.407	1.39
5. Availability of virtual tours/video files of the hotel	2.31	1.263	2.259	1.318
<b>Reservation information</b>				
6. Room rate	NA	1.492	NA	1.63
7. Room availability	NA	1.326	NA	1.608
8. View or cancel reservations	1.53	NA	1.43	NA
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	2.5	1.403	2.433	1.465
11. Payment options	1.02	1.412	0.987	1.457
12. Secured payment systems	1.08	1.484	1.042	1.53
13. Worldwide reservations phone number	1.36	1.383	1.383	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.31	1.372	1.372	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	1.26	1.326	1.326	1.258
16. Online forum (BBS or providing a link to a third party websites)	1.85	0.517	2.179	0.414
17. Staff directory search function	1.76	NA	2.057	NA
18. Create or modify personal profile for customers	1.85	1.176	2.118	0.999
19. Links to other related businesses	0.94	0.801	1.166	0.634
20. Product warranty/legality	1.02	1.308	1.308	1.022
<b>Surrounding area information</b>				
21. Transportation	2.39	2.454	2.454	2.389
22. Airport information	2.36	2.389	2.389	2.358
23. Main attractions of the destination	2.32	1.311	2.321	1.319
24. General information about the destination	1.3	1.305	1.305	1.3
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Park Hotel Adler</b>			
<b>General information</b>	<b>I</b>	<b>C</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.082	1.453	1.015	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	1.052	1.499	1.115
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.086	2.492	1	2.594
4. Promotion of products (special offers, frequent guest programs)	NA	NA	NA	NA
5. Availability of virtual tours/video files of the hotel	NA	NA	NA	NA
<b>Reservation information</b>				
6. Room rate	1.161	2.532	1.049	2.662
7. Room availability	0.74	0.304	0.578	0.409
8. View or cancel reservations	1.077	NA	1	NA
9. Check in and check-out time	1.014	NA	0.969	NA
10. Price ranges of different products/services	1.027	2.433	0.978	2.504
11. Payment options	1.022	0.333	0.987	0.35
12. Secured payment systems	1.081	NA	1.042	NA
13. Worldwide reservations phone number	NA	2.402	NA	2.357
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.908	2.395	0.955	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	1.258	1.326	1.326	1.258
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	1.76	1.132	2.057	0.939
18. Create or modify personal profile for customers	0.999	2.118	1.176	1.853
19. Links to other related businesses	0.634	NA	0.801	NA
20. Product warranty/legality	NA	0.906	NA	0.698
<b>Surrounding area information</b>				
21. Transportation	1.369	1.418	1.418	1.369
22. Airport information	1.352	1.366	1.366	1.352
23. Main attractions of the destination	1.319	NA	1.311	NA
24. General information about the destination	0.9	0.565	0.904	0.564
25. Weather report	0.799	0.547	0.876	0.495



<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Hotel Ashford Castle</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	0.326	2.508	0.297	2.601
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	1.499	1.499	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	2.492	1.434	2.594
4. Promotion of products (special offers, frequent guest programs)	0.969	1.376	0.957	1.39
5. Availability of virtual tours/video files of the hotel	0.23	2.259	0.21	2.307
<b>Reservation information</b>				
6. Room rate	1.63	2.532	1.492	2.662
7. Room availability	1.608	2.331	1.326	2.644
8. View or cancel reservations	1.528	2.463	1.43	2.568
9. Check in and check-out time	1.446	NA	1.389	NA
10. Price ranges of different products/services	1.465	2.433	1.403	2.504
11. Payment options	1.457	1.412	1.412	1.457
12. Secured payment systems	1.53	2.526	1.484	2.553
13. Worldwide reservations phone number	1.364	0.964	1.383	0.953
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	2.395	1.372	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	1.258	1.326	1.326	1.258
16. Online forum (BBS or providing a link to a third party websites)	0.995	NA	1.21	NA
17. Staff directory search function	0.939	2.057	1.132	1.76
18. Create or modify personal profile for customers	NA	1.176	NA	0.999
19. Links to other related businesses	0.935	2.11	1.166	1.756
20. Product warranty/legality	NA	2.31	NA	1.881
<b>Surrounding area information</b>				
21. Transportation	NA	2.454	NA	2.389
22. Airport information	NA	2.389	NA	2.358
23. Main attractions of the destination	0.227	2.321	0.223	2.324
24. General information about the destination	0.222	2.313	0.222	2.299
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Hotel Rocco Forte Collection</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.115	1.499	1.052	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	2.492	1.434	2.594
4. Promotion of products (special offers, frequent guest programs)	0.969	2.407	0.957	2.416
5. Availability of virtual tours/video files of the hotel	NA	0.871	NA	0.917
<b>Reservation information</b>				
6. Room rate	1.63	2.532	1.492	2.662
7. Room availability	0.74	1.326	0.578	1.608
8. View or cancel reservations	1.077	1.43	1	1.528
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	1.465	1.403	1.403	1.465
11. Payment options	1.457	0.625	1.412	0.651
12. Secured payment systems	1.53	1.484	1.484	1.53
13. Worldwide reservations phone number	1.364	NA	1.383	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	2.395	1.372	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.871	1.326	0.92	1.258
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.999	1.176	1.176	0.999
19. Links to other related businesses	0.634	2.11	0.801	1.756
20. Product warranty/legality	1.022	NA	1.308	NA
<b>Surrounding area information</b>				
21. Transportation	0.953	1.418	0.99	1.369
22. Airport information	0.593	1.366	0.598	1.352
23. Main attractions of the destination	1.319	NA	1.311	NA
24. General information about the destination	NA	1.305	NA	1.3
25. Weather report	NA	2.257	NA	2.102

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Hotel Hessischer Hof</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.54	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.58	2.559	1.499	2.63
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.54	2.492	1.434	2.594
4. Promotion of products (special offers, frequent guest programs)	0.61	2.407	0.602	2.416
5. Availability of virtual tours/video files of the hotel	0.92	2.259	0.871	2.307
<b>Reservation information</b>				
6. Room rate	2.66	2.532	2.532	2.662
7. Room availability	2.64	1.326	2.331	1.608
8. View or cancel reservations	1.53	2.463	1.43	2.568
9. Check in and check-out time	1.45	NA	1.389	NA
10. Price ranges of different products/services	1.47	2.433	1.403	2.504
11. Payment options	1.46	2.438	1.412	2.484
12. Secured payment systems	1.53	2.526	1.484	2.553
13. Worldwide reservations phone number	1.36	NA	1.383	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	2.29	2.395	2.395	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.87	2.337	0.92	2.236
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	2.057	NA	1.76
18. Create or modify personal profile for customers	0.68	1.176	0.81	0.999
19. Links to other related businesses	0.63	NA	0.801	NA
20. Product warranty/legality	NA	NA	NA	NA
<b>Surrounding area information</b>				
21. Transportation	NA	2.454	NA	2.389
22. Airport information	0.31	0.95	0.315	0.941
23. Main attractions of the destination	1.32	1.311	1.311	1.319
24. General information about the destination	NA	1.305	NA	1.3
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Hotel Lord Byron</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.453	0.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	1.499	1.499	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.086	2.492	1	2.594
4. Promotion of products (special offers, frequent guest programs)	1.39	1.376	1.376	1.39
5. Availability of virtual tours/video files of the hotel	NA	1.263	NA	1.318
<b>Reservation information</b>				
6. Room rate	1.63	1.492	1.492	1.63
7. Room availability	1.608	1.326	1.326	1.608
8. View or cancel reservations	1.528	2.463	1.43	2.568
9. Check in and check-out time	1.446	1.389	1.389	1.446
10. Price ranges of different products/services	1.465	2.433	1.403	2.504
11. Payment options	1.457	1.412	1.412	1.457
12. Secured payment systems	1.53	1.484	1.484	1.53
13. Worldwide reservations phone number	1.364	NA	1.383	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	1.372	1.372	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	1.258	0.577	1.326	0.544
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	1.176	NA	0.999
19. Links to other related businesses	0.935	NA	1.166	NA
20. Product warranty/legality	1.022	1.308	1.308	1.022
<b>Surrounding area information</b>				
21. Transportation	0.953	2.454	0.99	2.389
22. Airport information	0.593	2.389	0.598	2.358
23. Main attractions of the destination	1.319	1.311	1.311	1.319
24. General information about the destination	0.564	1.305	0.565	1.3
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of the Selected</b>	<b>Schlössle Hotel</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.015	1.453	1.082
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	1.052	1.499	1.115
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	1.434	1.434	1.541
4. Promotion of products (special offers, frequent guest programs)	1.39	2.407	1.376	2.416
5. Availability of virtual tours/video files of the hotel	0.917	2.259	0.871	2.307
<b>Reservation information</b>				
6. Room rate	0.754	1.492	0.669	1.63
7. Room availability	1.142	1.326	0.921	1.608
8. View or cancel reservations	1.077	2.463	1	2.568
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	1.465	0.978	1.403	1.027
11. Payment options	1.457	2.438	1.412	2.484
12. Secured payment systems	1.53	2.526	1.484	2.553
13. Worldwide reservations phone number	0.953	NA	0.964	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.908	1.372	0.955	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.544	2.337	0.577	2.236
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.999	2.118	1.176	1.853
19. Links to other related businesses	0.935	2.11	1.166	1.756
20. Product warranty/legality	0.429	2.31	0.568	1.881
<b>Surrounding area information</b>				
21. Transportation	0.601	0.99	0.626	0.953
22. Airport information	0.593	0.598	0.598	0.593
23. Main attractions of the destination	0.574	NA	0.568	NA
24. General information about the destination	0.564	1.305	0.565	1.3
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Les Trois Rois Hotel</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	2.508	1.453	2.601
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	1.052	1.499	1.115
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.594	2.492	2.492	2.594
4. Promotion of products (special offers, frequent guest programs)	1.39	NA	1.376	NA
5. Availability of virtual tours/video files of the hotel	1.318	0.871	1.263	0.917
<b>Reservation information</b>				
6. Room rate	2.662	2.532	2.532	2.662
7. Room availability	1.608	2.331	1.326	2.644
8. View or cancel reservations	NA	2.463	NA	2.568
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	1.465	2.433	1.403	2.504
11. Payment options	1.457	2.438	1.412	2.484
12. Secured payment systems	1.53	1.484	1.484	1.53
13. Worldwide reservations phone number	1.364	NA	1.383	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	2.289	1.372	2.395	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	1.258	NA	1.326	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	0.939	2.057	1.132	1.76
18. Create or modify personal profile for customers	0.999	1.176	1.176	0.999
19. Links to other related businesses	0.935	0.801	1.166	0.634
20. Product warranty/legality	1.022	1.308	1.308	1.022
<b>Surrounding area information</b>				
21. Transportation	1.369	0.99	1.418	0.953
22. Airport information	1.352	NA	1.366	NA
23. Main attractions of the destination	1.319	NA	1.311	NA
24. General information about the destination	1.3	1.305	1.305	1.3
25. Weather report	1.162	1.268	1.268	1.162

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Grand Hotel Punta Molino</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	2.559	1.499	2.63
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	2.492	1.434	2.594
4. Promotion of products (special offers, frequent guest programs)	0.969	0.957	0.957	0.969
5. Availability of virtual tours/video files of the hotel	NA	2.259	NA	2.307
<b>Reservation information</b>				
6. Room rate	1.63	2.532	1.492	2.662
7. Room availability	1.142	1.326	0.921	1.608
8. View or cancel reservations	NA	1.43	NA	1.528
9. Check in and check-out time	NA	0.969	NA	1.014
10. Price ranges of different products/services	1.465	2.433	1.403	2.504
11. Payment options	NA	1.412	NA	1.457
12. Secured payment systems	1.53	2.526	1.484	2.553
13. Worldwide reservations phone number	1.364	NA	1.383	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	2.395	1.372	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	1.258	0.92	1.326	0.871
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.999	1.176	1.176	0.999
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	0.698	1.308	0.906	1.022
<b>Surrounding area information</b>				
21. Transportation	1.369	2.454	1.418	2.389
22. Airport information	1.352	2.389	1.366	2.358
23. Main attractions of the destination	1.319	NA	1.311	NA
24. General information about the destination	1.3	0.295	1.305	0.294
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Widder Hotel</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	1.499	1.499	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.594	1.434	2.492	1.541
4. Promotion of products (special offers, frequent guest programs)	NA	NA	NA	NA
5. Availability of virtual tours/video files of the hotel	2.307	1.263	2.259	1.318
<b>Reservation information</b>				
6. Room rate	2.662	1.492	2.532	1.63
7. Room availability	1.608	1.326	1.326	1.608
8. View or cancel reservations	NA	1.43	NA	1.528
9. Check in and check-out time	NA	0.969	NA	1.014
10. Price ranges of different products/services	NA	1.403	NA	1.465
11. Payment options	2.484	0.987	2.438	1.022
12. Secured payment systems	1.53	1.484	1.484	1.53
13. Worldwide reservations phone number	0.953	NA	0.964	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.908	1.372	0.955	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	NA	NA	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	0.939	1.132	1.132	0.939
18. Create or modify personal profile for customers	NA	NA	NA	NA
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	1.022	NA	1.308	NA
<b>Surrounding area information</b>				
21. Transportation	NA	0.626	NA	0.601
22. Airport information	NA	0.598	NA	0.593
23. Main attractions of the destination	1.319	0.568	1.311	0.574
24. General information about the destination	0.9	0.565	0.904	0.564
25. Weather report	NA	NA	NA	NA



<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Grand Hotel Residencia</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	1.499	1.499	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	1	1.434	1.086
4. Promotion of products (special offers, frequent guest programs)	0.969	0.957	0.957	0.969
5. Availability of virtual tours/video files of the hotel	NA	1.263	NA	1.318
<b>Reservation information</b>				
6. Room rate	1.63	2.532	1.492	2.662
7. Room availability	1.608	2.331	1.326	2.644
8. View or cancel reservations	1.528	2.463	1.43	2.568
9. Check in and check-out time	1.446	NA	1.389	NA
10. Price ranges of different products/services	1.465	2.433	1.403	2.504
11. Payment options	1.457	2.438	1.412	2.484
12. Secured payment systems	1.53	2.526	1.484	2.553
13. Worldwide reservations phone number	1.364	NA	1.383	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	1.372	1.372	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	1.258	NA	1.326	NA
16. Online forum (BBS or providing a link to a third party websites)	0.995	NA	1.21	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.999	0.81	1.176	0.681
19. Links to other related businesses	0.935	1.166	1.166	0.935
20. Product warranty/legality	1.022	2.31	1.308	1.881
<b>Surrounding area information</b>				
21. Transportation	NA	0.626	NA	0.601
22. Airport information	0.593	0.95	0.598	0.941
23. Main attractions of the destination	1.319	1.311	1.311	1.319
24. General information about the destination	1.3	0.904	1.305	0.9
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Hazelton Hotel</b>			
<b>General information</b>	<b>I</b>	<b>C</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.115	1.499	1.052	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	2.492	1.434	2.594
4. Promotion of products (special offers, frequent guest programs)	1.39	1.376	1.376	1.39
5. Availability of virtual tours/video files of the hotel	1.318	0.871	1.263	0.917
<b>Reservation information</b>				
6. Room rate	1.63	1.492	1.492	1.63
7. Room availability	1.608	1.326	1.326	1.608
8. View or cancel reservations	1.528	1.43	1.43	1.528
9. Check in and check-out time	2.47	0.969	2.41	1.014
10. Price ranges of different products/services	NA	0.978	NA	1.027
11. Payment options	NA	0.987	NA	1.022
12. Secured payment systems	NA	1.484	NA	1.53
13. Worldwide reservations phone number	1.364	1.383	1.383	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.3	1.372	0.318	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	NA	NA	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	1.176	NA	0.999
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	1.881	2.31	2.31	1.881
<b>Surrounding area information</b>				
21. Transportation	0.953	1.418	0.99	1.369
22. Airport information	0.941	1.366	0.95	1.352
23. Main attractions of the destination	0.916	1.311	0.908	1.319
24. General information about the destination	0.9	1.305	0.904	1.3
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Wheatleigh Hotel</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	0.669	1.499	0.718
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.594	1.434	2.492	1.541
4. Promotion of products (special offers, frequent guest programs)	NA	NA	NA	NA
5. Availability of virtual tours/video files of the hotel	0.304	0.871	0.281	0.917
<b>Reservation information</b>				
6. Room rate	1.63	1.492	1.492	1.63
7. Room availability	2.644	1.326	2.331	1.608
8. View or cancel reservations	2.568	1.43	2.463	1.528
9. Check in and check-out time	2.47	1.389	2.41	1.446
10. Price ranges of different products/services	0.351	1.403	0.328	1.465
11. Payment options	NA	1.412	NA	1.457
12. Secured payment systems	2.553	1.484	2.526	1.53
13. Worldwide reservations phone number	0.953	1.383	0.964	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	2.289	1.372	2.395	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	NA	2.337	NA	2.236
16. Online forum (BBS or providing a link to a third party websites)	0.677	0.833	0.833	0.677
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	NA	NA	NA
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	0.698	0.906	0.906	0.698
<b>Surrounding area information</b>				
21. Transportation	1.369	2.454	1.418	2.389
22. Airport information	1.352	2.389	1.366	2.358
23. Main attractions of the destination	NA	NA	NA	NA
24. General information about the destination	NA	NA	NA	NA
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Cap Juluca Hotel</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	2.63	1.499	2.559	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.594	1.434	2.492	1.541
4. Promotion of products (special offers, frequent guest programs)	1.39	1.376	1.376	1.39
5. Availability of virtual tours/video files of the hotel	1.318	0.871	1.263	0.917
<b>Reservation information</b>				
6. Room rate	1.161	1.492	1.049	1.63
7. Room availability	2.644	1.326	2.331	1.608
8. View or cancel reservations	1.528	1.43	1.43	1.528
9. Check in and check-out time	0.347	1.389	0.325	1.446
10. Price ranges of different products/services	1.027	1.403	0.978	1.465
11. Payment options	2.484	1.412	2.438	1.457
12. Secured payment systems	2.553	1.484	2.526	1.53
13. Worldwide reservations phone number	2.357	2.402	2.402	2.357
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	2.289	1.372	2.395	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.544	2.337	0.577	2.236
16. Online forum (BBS or providing a link to a third party websites)	0.414	2.179	0.517	1.849
17. Staff directory search function	0.637	2.057	0.777	1.76
18. Create or modify personal profile for customers	0.999	2.118	1.176	1.853
19. Links to other related businesses	0.192	0.801	0.254	0.634
20. Product warranty/legality	1.881	2.31	2.31	1.881
<b>Surrounding area information</b>				
21. Transportation	2.389	2.454	2.454	2.389
22. Airport information	2.358	2.389	2.389	2.358
23. Main attractions of the destination	2.324	2.321	2.321	2.324
24. General information about the destination	1.3	2.313	1.305	2.299
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Hotel Hayman</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	2.601	2.508	2.508	2.601
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	2.559	1.499	2.63
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.594	2.492	2.492	2.594
4. Promotion of products (special offers, frequent guest programs)	0.612	2.407	0.602	2.416
5. Availability of virtual tours/video files of the hotel	1.318	2.259	1.263	2.307
<b>Reservation information</b>				
6. Room rate	2.662	2.532	2.532	2.662
7. Room availability	1.608	2.331	1.326	2.644
8. View or cancel reservations	NA	2.463	NA	2.568
9. Check in and check-out time	NA	2.41	NA	2.47
10. Price ranges of different products/services	NA	2.433	NA	2.504
11. Payment options	NA	1.412	NA	1.457
12. Secured payment systems	NA	1.484	NA	1.53
13. Worldwide reservations phone number	0.321	NA	0.322	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.908	2.395	0.955	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	1.258	1.326	1.326	1.258
16. Online forum (BBS or providing a link to a third party websites)	0.677	NA	0.833	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	NA	NA	NA
19. Links to other related businesses	NA	NA	NA	NA
20. Product warranty/legality	1.881	1.308	2.31	1.022
<b>Surrounding area information</b>				
21. Transportation	NA	2.454	NA	2.389
22. Airport information	NA	2.389	NA	2.358
23. Main attractions of the destination	2.324	2.321	2.321	2.324
24. General information about the destination	1.3	2.313	1.305	2.299
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Thurnher's Alpenhof</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.082	2.508	1.015	2.601
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	1.499	1.499	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	2.492	1.434	2.594
4. Promotion of products (special offers, frequent guest programs)	1.39	2.407	1.376	2.416
5. Availability of virtual tours/video files of the hotel	NA	NA	NA	NA
<b>Reservation information</b>				
6. Room rate	2.662	2.532	2.532	2.662
7. Room availability	1.142	2.331	0.921	2.644
8. View or cancel reservations	0.691	2.463	0.634	2.568
9. Check in and check-out time	0.347	NA	0.325	NA
10. Price ranges of different products/services	1.465	2.433	1.403	2.504
11. Payment options	1.457	1.412	1.412	1.457
12. Secured payment systems	2.553	2.526	2.526	2.553
13. Worldwide reservations phone number	0.953	2.402	0.964	2.357
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	0.908	2.395	0.955	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.544	NA	0.577	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.681	1.176	0.81	0.999
19. Links to other related businesses	0.634	2.11	0.801	1.756
20. Product warranty/legality	0.698	2.31	0.906	1.881
<b>Surrounding area information</b>				
21. Transportation	1.369	2.454	1.418	2.389
22. Airport information	2.358	2.389	2.389	2.358
23. Main attractions of the destination	1.319	2.321	1.311	2.324
24. General information about the destination	1.3	2.313	1.305	2.299
25. Weather report	2.102	2.257	2.257	2.102

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Cotton House</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.015	1.453	1.082
2. Hotel location (maps, traffic information about how to reach the hotel)	0.718	1.499	0.669	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.594	1.434	2.492	1.541
4. Promotion of products (special offers, frequent guest programs)	0.324	0.317	0.317	0.324
5. Availability of virtual tours/video files of the hotel	2.307	2.259	2.259	2.307
<b>Reservation information</b>				
6. Room rate	2.662	1.492	2.532	1.63
7. Room availability	1.142	1.326	0.921	1.608
8. View or cancel reservations	2.568	1.43	2.463	1.528
9. Check in and check-out time	1.446	0.969	1.389	1.014
10. Price ranges of different products/services	1.027	1.403	0.978	1.465
11. Payment options	NA	1.412	NA	1.457
12. Secured payment systems	0.38	1.484	0.358	1.53
13. Worldwide reservations phone number	NA	NA	NA	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	1.372	1.372	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.871	0.92	0.92	0.871
16. Online forum (BBS or providing a link to a third party websites)	0.208	0.517	0.266	0.414
17. Staff directory search function	NA	0.48	NA	0.388
18. Create or modify personal profile for customers	1.853	0.503	2.118	0.417
19. Links to other related businesses	NA	1.166	NA	0.935
20. Product warranty/legality	NA	NA	NA	NA
<b>Surrounding area information</b>				
21. Transportation	0.317	1.418	0.333	1.369
22. Airport information	0.593	1.366	0.598	1.352
23. Main attractions of the destination	0.574	1.311	0.568	1.319
24. General information about the destination	1.3	1.305	1.305	1.3
25. Weather report	NA	1.268	NA	1.162

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Karma Jimbaran Hotel</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	2.63	1.052	2.559	1.115
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.594	1	2.492	1.086
4. Promotion of products (special offers, frequent guest programs)	1.39	1.376	1.376	1.39
5. Availability of virtual tours/video files of the hotel	2.307	1.263	2.259	1.318
<b>Reservation information</b>				
6. Room rate	1.63	1.492	1.492	1.63
7. Room availability	1.608	2.331	1.326	2.644
8. View or cancel reservations	1.077	1.43	1	1.528
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	1.465	0.978	1.403	1.027
11. Payment options	NA	1.412	NA	1.457
12. Secured payment systems	NA	2.526	NA	2.553
13. Worldwide reservations phone number	1.364	2.402	1.383	2.357
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	1.372	1.372	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	1.258	NA	1.326	NA
16. Online forum (BBS or providing a link to a third party websites)	NA	2.179	NA	1.849
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	NA	NA	NA
19. Links to other related businesses	1.756	1.166	2.11	0.935
20. Product warranty/legality	0.698	NA	0.906	NA
<b>Surrounding area information</b>				
21. Transportation	0.601	NA	0.626	NA
22. Airport information	0.593	NA	0.598	NA
23. Main attractions of the destination	0.574	0.908	0.568	0.916
24. General information about the destination	0.9	1.305	0.904	1.3
25. Weather report	0.495	NA	0.547	NA



<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Legendary Badrutt's Palace Hotel</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.082	2.508	1.015	2.601
2. Hotel location (maps, traffic information about how to reach the hotel)	1.115	2.559	1.052	2.63
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.086	2.492	1	2.594
4. Promotion of products (special offers, frequent guest programs)	0.969	2.407	0.957	2.416
5. Availability of virtual tours/video files of the hotel	NA	NA	NA	NA
<b>Reservation information</b>				
6. Room rate	1.63	2.532	1.492	2.662
7. Room availability	1.608	2.331	1.326	2.644
8. View or cancel reservations	1.528	2.463	1.43	2.568
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	1.465	1.403	1.403	1.465
11. Payment options	1.022	2.438	0.987	2.484
12. Secured payment systems	NA	NA	NA	NA
13. Worldwide reservations phone number	0.953	2.402	0.964	2.357
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	2.395	1.372	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.871	0.92	0.92	0.871
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	1.132	NA	0.939
18. Create or modify personal profile for customers	0.681	1.176	0.81	0.999
19. Links to other related businesses	0.634	2.11	0.801	1.756
20. Product warranty/legality	0.698	2.31	0.906	1.881
<b>Surrounding area information</b>				
21. Transportation	0.953	2.454	0.99	2.389
22. Airport information	0.593	2.389	0.598	2.358
23. Main attractions of the destination	0.916	1.311	0.908	1.319
24. General information about the destination	0.9	1.305	0.904	1.3
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Four seasons Hotel (Dublin)</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	2.631	2.559	2.559	2.63
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	2.492	1.434	2.594
4. Promotion of products (special offers, frequent guest programs)	0.969	1.376	0.957	1.39
5. Availability of virtual tours/video files of the hotel	1.318	0.871	1.263	0.917
<b>Reservation information</b>				
6. Room rate	2.662	2.532	2.532	2.662
7. Room availability	1.608	2.331	1.326	2.644
8. View or cancel reservations	2.568	1.43	2.463	1.528
9. Check in and check-out time	NA	2.41	NA	2.47
10. Price ranges of different products/services	1.465	2.433	1.403	2.504
11. Payment options	2.484	1.412	2.438	1.457
12. Secured payment systems	1.53	NA	1.484	NA
13. Worldwide reservations phone number	1.364	2.402	1.383	2.357
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	2.289	1.372	2.395	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.871	1.326	0.92	1.258
16. Online forum (BBS or providing a link to a third party websites)	0.995	1.21	1.21	0.995
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	0.999	2.118	1.176	1.853
19. Links to other related businesses	0.935	2.11	1.166	1.756
20. Product warranty/legality	1.022	1.308	1.308	1.022
<b>Surrounding area information</b>				
21. Transportation	1.369	2.454	1.418	2.389
22. Airport information	1.352	2.389	1.366	2.358
23. Main attractions of the destination	2.324	2.321	2.321	2.324
24. General information about the destination	2.299	2.313	2.313	2.299
25. Weather report	1.162	2.257	1.268	2.102

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Paradise Hotel</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	1.499	1.499	1.578
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	1.434	1.434	1.541
4. Promotion of products (special offers, frequent guest programs)	2.416	1.376	2.407	1.39
5. Availability of virtual tours/video files of the hotel	1.318	NA	1.263	NA
<b>Reservation information</b>				
6. Room rate	NA	1.492	NA	1.63
7. Room availability	NA	1.326	NA	1.608
8. View or cancel reservations	NA	NA	NA	NA
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	0.654	1.403	0.618	1.465
11. Payment options	NA	NA	NA	NA
12. Secured payment systems	NA	NA	NA	NA
13. Worldwide reservations phone number	NA	1.383	NA	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	1.372	1.372	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	1.258	0.92	1.326	0.871
16. Online forum (BBS or providing a link to a third party websites)	0.995	NA	1.21	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	1.176	NA	0.999
19. Links to other related businesses	0.935	1.166	1.166	0.935
20. Product warranty/legality	0.429	NA	0.568	NA
<b>Surrounding area information</b>				
21. Transportation	1.369	1.418	1.418	1.369
22. Airport information	1.352	1.366	1.366	1.352
23. Main attractions of the destination	2.324	NA	2.321	NA
24. General information about the destination	2.299	1.305	2.313	1.3
25. Weather report	2.102	0.547	2.257	0.495

Functionality Performance of the Selected International Hotel Website	The Alex Hotel			
General information	II	CC	CI	IC
1. Hotel descriptions (hotel introduction)	1.538	1.453	1.453	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	2.559	1.499	2.63
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	1.434	1.434	1.541
4. Promotion of products (special offers, frequent guest programs)	2.416	NA	2.407	NA
5. Availability of virtual tours/video files of the hotel	1.318	0.871	1.263	0.917
Reservation information				
6. Room rate	2.662	1.492	2.532	1.63
7. Room availability	1.608	0.921	1.326	1.142
8. View or cancel reservations	1.528	2.463	1.43	2.568
9. Check in and check-out time	1.446	1.389	1.389	1.446
10. Price ranges of different products/services	1.465	1.403	1.403	1.465
11. Payment options	1.022	1.412	0.987	1.457
12. Secured payment systems	1.081	NA	1.042	NA
13. Worldwide reservations phone number	NA	1.383	NA	1.364
Website management				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	1.372	1.372	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	1.258	NA	1.326	NA
16. Online forum (BBS or providing a link to a third party websites)	0.677	NA	0.833	NA
17. Staff directory search function	0.939	NA	1.132	NA
18. Create or modify personal profile for customers	0.681	NA	0.81	NA
19. Links to other related businesses	0.935	NA	1.166	NA
20. Product warranty/legality	1.022	1.308	1.308	1.022
Surrounding area information				
21. Transportation	1.369	1.418	1.418	1.369
22. Airport information	1.352	NA	1.366	NA
23. Main attractions of the destination	NA	NA	NA	NA
24. General information about the destination	0.9	0.565	0.904	0.564
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Hotel Quinta do Lago</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.538	2.508	1.453	2.601
2. Hotel location (maps, traffic information about how to reach the hotel)	1.578	2.559	1.499	2.63
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.541	2.492	1.434	2.594
4. Promotion of products (special offers, frequent guest programs)	0.324	1.376	0.317	1.39
5. Availability of virtual tours/video files of the hotel	NA	1.263	NA	1.318
<b>Reservation information</b>				
6. Room rate	1.63	2.532	1.492	2.662
7. Room availability	1.608	2.331	1.326	2.644
8. View or cancel reservations	1.528	2.463	1.43	2.568
9. Check in and check-out time	1.446	NA	1.389	NA
10. Price ranges of different products/services	1.465	2.433	1.403	2.504
11. Payment options	1.457	2.438	1.412	2.484
12. Secured payment systems	1.53	2.526	1.484	2.553
13. Worldwide reservations phone number	1.364	NA	1.383	NA
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	1.306	2.395	1.372	2.289
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.544	1.326	0.577	1.258
16. Online forum (BBS or providing a link to a third party websites)	NA	NA	NA	NA
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	1.176	NA	0.999
19. Links to other related businesses	NA	1.166	NA	0.935
20. Product warranty/legality	1.022	2.31	1.308	1.881
<b>Surrounding area information</b>				
21. Transportation	1.369	2.454	1.418	2.389
22. Airport information	1.352	2.389	1.366	2.358
23. Main attractions of the destination	NA	NA	NA	NA
24. General information about the destination	NA	0.904	NA	0.9
25. Weather report	NA	NA	NA	NA

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Gran Meliá Cancun Resort Hotel</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	1.082	1.453	1.015	1.538
2. Hotel location (maps, traffic information about how to reach the hotel)	0.718	2.559	0.669	2.63
3. Hotel facilities (guest room, restaurants and meeting facilities)	1.086	1.434	1	1.541
4. Promotion of products (special offers, frequent guest programs)	0.969	1.376	0.957	1.39
5. Availability of virtual tours/video files of the hotel	2.307	NA	2.259	NA
<b>Reservation information</b>				
6. Room rate	1.63	1.492	1.492	1.63
7. Room availability	1.608	0.921	1.326	1.142
8. View or cancel reservations	1.528	1	1.43	1.077
9. Check in and check-out time	NA	NA	NA	NA
10. Price ranges of different products/services	0.654	NA	0.618	NA
11. Payment options	2.484	1.412	2.438	1.457
12. Secured payment systems	1.53	2.526	1.484	2.553
13. Worldwide reservations phone number	2.357	2.402	2.402	2.357
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	2.289	0.955	2.395	0.908
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	0.871	0.92	0.92	0.908
16. Online forum (BBS or providing a link to a third party websites)	0.995	NA	1.21	0.871
17. Staff directory search function	NA	NA	NA	NA
18. Create or modify personal profile for customers	NA	NA	NA	NA
19. Links to other related businesses	0.634	1.166	0.801	NA
20. Product warranty/legality	0.698	NA	0.906	0.935
<b>Surrounding area information</b>				
21. Transportation	0.601	NA	0.626	NA
22. Airport information	0.593	NA	0.598	NA
23. Main attractions of the destination	0.574	0.908	0.568	NA
24. General information about the destination	0.564	NA	0.565	0.916
25. Weather report	0.495	NA	0.547	NA

<b>Functionality Performance of the Selected International Hotel Website</b>	<b>Hotel Tides Inn</b>			
<b>General information</b>	<b>II</b>	<b>CC</b>	<b>CI</b>	<b>IC</b>
1. Hotel descriptions (hotel introduction)	2.601	2.508	2.508	2.601
2. Hotel location (maps, traffic information about how to reach the hotel)	2.63	2.559	2.559	2.63
3. Hotel facilities (guest room, restaurants and meeting facilities)	2.594	2.492	2.492	2.594
4. Promotion of products (special offers, frequent guest programs)	2.416	1.376	2.407	1.39
5. Availability of virtual tours/video files of the hotel	2.307	NA	2.259	NA
<b>Reservation information</b>				
6. Room rate	2.662	1.492	2.532	1.63
7. Room availability	2.644	1.326	2.331	1.608
8. View or cancel reservations	1.528	1.43	1.43	1.528
9. Check in and check-out time	NA	1.389	NA	1.446
10. Price ranges of different products/services	2.504	1.403	2.433	1.465
11. Payment options	2.484	1.412	2.438	1.457
12. Secured payment systems	2.553	1.484	2.526	1.53
13. Worldwide reservations phone number	2.357	1.383	2.402	1.364
<b>Website management</b>				
14. Contact information (telephone number/e-mail address, contact person and fax number)	2.289	1.372	2.395	1.306
15. Hotel response to customer requirement (online one-to-one service, call back function or online feedback form)	2.236	1.326	2.337	1.258
16. Online forum (BBS or providing a link to a third party websites)	1.849	NA	2.179	NA
17. Staff directory search function	0.939	NA	1.132	NA
18. Create or modify personal profile for customers	0.999	1.176	1.176	0.999
19. Links to other related businesses	1.756	0.801	2.11	0.634
20. Product warranty/legality	1.881	1.308	2.31	1.022
<b>Surrounding area information</b>				
21. Transportation	2.389	1.418	2.454	1.369
22. Airport information	1.352	1.366	1.366	1.352
23. Main attractions of the destination	2.324	0.908	2.321	0.916
24. General information about the destination	1.3	0.904	1.305	0.9
25. Weather report	NA	NA	NA	NA

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