



EVALUATING HOTEL WEBSITE FROM CUSTOMERS' PERSPECTIVES
IN BANGKOK, THAILAND

by
SASIKARN PITARANGSI

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

Master of Business Administration in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

December, 2007

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ACCEPTANCE

This dissertation was prepared under the direction of the candidate' s Advisor and Committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Business Administration in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

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ABSTRACT

Hotels at present have largely adopted e-commerce to achieve different business goals. Existing Thai hospitality literature, however, rarely investigates the importance of specific dimensions and attributes of hotel websites from the perspective of website users. In other words, what should be included on their branded hotel websites remains unknown to hotel managers. This paper aims to report an exploratory study that investigates the perceived importance of dimensions and attributes on hotel websites from the perspective of travellers, emphasizing two groups of international hotel website users, e-browsers and e-purchasers.

A non-probability convenience sampling method was used in the survey. A structured questionnaire, with to approximately more than 400 tourists who had visited hotel websites in the last 12 months, the extent to which various hotel website dimensions and attributes were perceived as important was distributed at Sukhumvit area, specifically, in front of hotels, restaurants, shopping malls, and popular tourist attractions etc. Descriptive Statistics were used to describe the basic attributes of the data and inferential statistics investigate questions, models and hypotheses, measuring by Chi-Square Goodness of Fit Test, and Independent Sample t-test.

The findings were significant differences in all of dimensions and attributes between two groups of users when approach in Thailand. The difference is that e-purchasers perceived more importance on the reservation information, contact information, facilities information, surrounding area information, and website management. Moreover, there are also difference between e-purchasers and e-browsers in term of gender, age group, nationality, education level, or annual personal income such as most of e-purchasers was 41-50 years old, were qualified with a Bachelor Degree and higher, had an annual personal income of US\$ 30,001-50,000, and most of them were European tourists. On the other hand, e-browsers were lower annual personal income and level of education.

In order to retain e-purchasers, hotel websites should mainly target on reservation information dimension, basic contact and access information, and up-to-date information. On the other hand, to gain more attention from e-browsers, hotel website should provide multilingual sites, presented clearly information dimensions, which can attract e-browser to become e-purchasers such as website with a “fresh look” is an essential part of the service that potential guests can use to develop a first impression of the hotel, especially first timer visitors.



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Sasikarn Pitarangsi, (Ms.)

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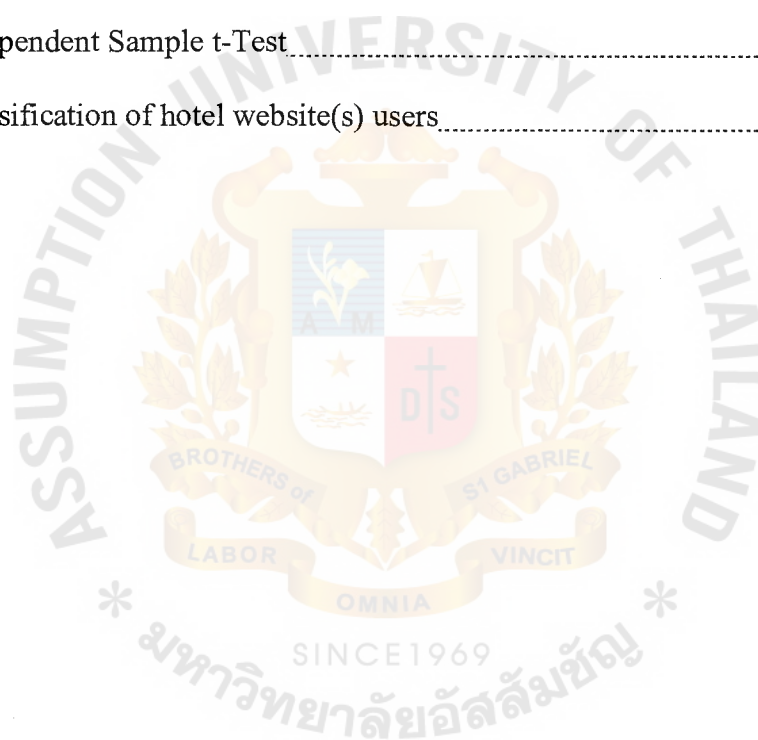
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CHAPTER 1

INTRODUCTION

1.1 Background

In recent years, the development of the internet has increased dramatically, not only in the United States, but also in many parts of the developed world and in all business areas. It is widely acknowledged that the internet offers substantial advantages over traditional means of communication such as reduced costs of information exchange, increased speed of information transfer and retrieval, increased customer involvement in and control of transactions, and greater flexibility of using the marketing mix (Ellsworth & Ellsworth, 1996).

As a part of the internet, electronic commerce or e-commerce is used as a new strategy within all businesses to increase business opportunities and competitiveness. E-commerce is, fundamentally, a modern business methodology that employs the computer and information technology to address the needs of businesses, merchants, and customers, and then processes the buying, selling or even exchanging of products, services, and information to reduce costs while improving either the quality of products and services or speeding up the service delivery (Turban et al., 2000).

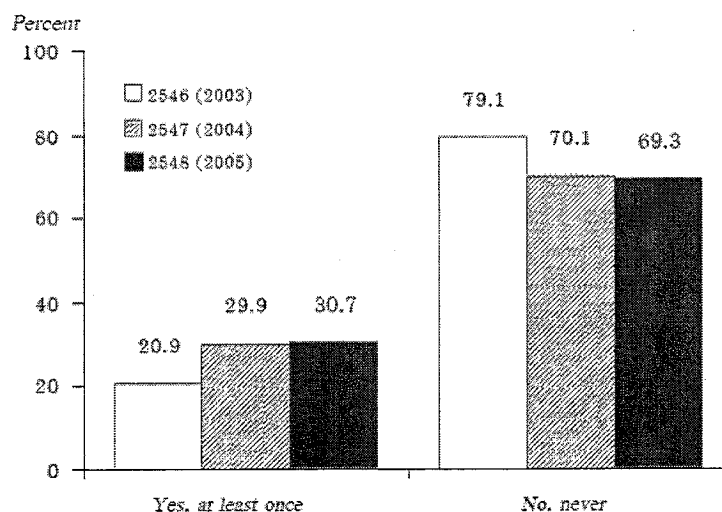
There are numerous advantages for internet application in the tourism and hospitality industries. As a result, extensive research regarding the effectiveness of hotel website contents and designs, as well as a generic evaluation of specific dimensions and attributes on the hotel websites from a consumers' perspective, especially in the Bangkok – Thailand area, is imperative.

In view of emerging importance of evaluating hotel website dimensions and attributes, this research made an attempt to investigate these perceived important factors by comparing of two major groups of internet users; namely online-browsers and online-purchasers.

1.1.1 E-commerce in Thailand

The Asia Foundation (2001) found that the number of internet users in Thailand as of October 2000 was about 2.3 million increasing gradually in recent years. This is supported by numerous studies, for instance, gateway to foreign market, purchasing foreign products, convenient communication approach, image improvement, addition to traditional distribution channel, public relations. Similarly, NECTEC (2003; 2004; 2005) surveys, found that the number of internet users in Thailand is growing rapidly every year. Most of them are aged between 20-29 and 30-39 with 47.8% and 19.9% respectively. In addition, some research has also found that almost half of internet users accessed the internet to search for information at 35%, while another 29.2% and 9.1% accessed the internet for email or chatting applications. Surprisingly, only 1.8% accessed for online-shopping. Having a lower percentage of does not, however, mean that to less was purchased online. Internet users may not have the tendency to access the internet for online-shopping, but may carry out fruitful browses to online-shopping site, and show intention to purchase. In addition, the NECTEC survey inquired about online purchasing experiences, and found that 20.9% of internet users purchased online products and these Figures show continuous growth in the following two years. To illustrate, 29.9% of internet users purchased online in 2004 and 30.7% in 2005 as shown in Figure 1.1.

Figure 1.1: Thai Internet Purchases



Source: National Electronics & Computer Technology Center (NECTEC), 2005.

As a whole, there are two main natures of online goods and services purchased on the internet, which are defined as tangible and intangible goods and services. Tangible goods and services include such products that shipping or products delivery is required, once consumer purchased. In contrast, intangible products are not. Delivery of the product to the customer is impossible, so instead customers go to the place itself to receive those products and services such as electronic book, ticket reservations, hotel reservations, restaurant reservations, online stock trading, and any other form of online entertainment. Once purchased, the products or services are then received through electronic mail (e-mail) and need customer action in order to actually receive the products and services.

Keeping these two natures in mind, the previous two or three years of this study found that consumers are less likely to purchase intangible products due to the fact that they are accustomed to purchasing goods in stores, being more preferable to look and feel before purchasing. Secondly, internet users neither trust merchandisers, nor reveal credit card number for the purchasing guarantee in fear of a validation of privacy. Nonetheless, the habit to purchase goods in stores is not necessary in opposition to internet purchasing. Despite recording a changing trend, trust is still the key obstacle in online purchasing. Initially, out of all the online goods and services purchased, NECTEC (2003; 2004), found that books and software products are the leading online goods and services purchased because of their consistency of quality and reliability. In contrast, later that trend changed, indicating more concern about timing and convenience in product standard. Given these facts, reservation appears as the foremost online good and service purchased increasing from the third range in 2004 to the first range in the year 2005.

To summarize, internet users are more likely to be interested in online products and services, though do not yet trust the electronic merchandisers in terms of the privacy and security of giving a credit card number to strangers for electronic payment purposes. Therefore, it is a must for merchandisers to provide or supporting any information technology programme,

regarding privacy and payment security which general consumers and internet users can trust, specifically, basic electronic personal finance services offered by leading bank, VeriSign, or Secure Socket Layer (SSL) etc. Customers will, as a result, increasingly have more confidence to make an online purchase and/ or transaction over the internet whatever the value of the products or services is, because it is more convenient than others (NECTEC, 2004).

Consequently, many businesses and organizations perceive, these as good opportunities, which businesses should not ignore and turn to using e-commerce for their businesses in order to get numerous types of customers. They have, accordingly, accepted and adopted e-commerce at a faster rate than any other technology in the history of mankind (Jun et al., 2007), in order to improve efficiency in finding and interacting with customers, and helping businesses to develop a relationship with customers. This development is not only a new trend, but also a new market place where companies can interact with their customers over the internet at any time. E-commerce has, therefore, rapidly increased and bloomed in Thailand, both in Business-to-Business or B2B and Business-to-Consumer or B2C market.

1.1.2 E-commerce and Services Industry

As a service industry, most tourist products are services, which are intangible. Services, which cannot be touched, tasted, smelt or seen, and are difficult for tourists to grasp and evaluate are instead experienced. Tourism industry is, in effect, an information-intensive industry where information is acknowledged to be the 'lifeblood' of tourism. Without information, the customer's motivation and ability to travel is severely limited (O'Connor, 2003).

Relating to information technology, tourism is also thought to be among the largest industries in the electronic marketplace. Likewise, Cox (2002) stated that travel spending accounts for the highest growth driven by e-commerce as a whole, specifically, the hotel industry, which is now generally accepting the use of web for e-commerce (Liang & Law,

2003). There is evidence to establish that e-commerce is a perfect platform bringing almost limitless information on products and services to the customers all over the world with cost minimizing and time effectiveness (Gratzer & Winiwarter, 2003; Stephens, 2004).

When the marketplace is electronic, the business center is not a physical building but rather a network-based location where business interaction occurs (Turban, 2000). For an e-commerce business, its website represents a showroom of businesses with sales people who are placed to be the interface with customers. In particular, many of hotel websites have developed websites with varying levels of interactivity in order to welcome customers and/ or guests. An interactive website provides a good opportunity for the multiple suppliers involved in a hotel to uniquely fashion together the specific components of a destination offer which are sought by individual visitors. Likewise, Garces et al. (2004) states that hotels could be better advertised via internet than by the traditional ways because the internet can carry many more images, sounds, and other media that can touch customers' minds. Owing to the fact that in e-commerce, the website is the main medium of business communication and transactions between a business and its customers, websites that are well designed and easy to navigate would potentially increase their competitiveness in the marketplace. The fact is that many of these websites, originally providing hotel information only, are now designed to create more business through online transactions (Chen & Yung, 2004). Therefore, businesses are aware of the fact that the design and layout of websites have to be well planned and implemented in order to attain their strategic goals and objectives.

1.1.3 E-commerce and Services Industry in Thailand (The use of e-commerce in the hotel industry)

Regarding the worldwide acceptance of using the web for e-commerce as stated before, the service industry in Thailand is included in this. As a result, all the major leading hotels and hotel chains in Thailand are now trying to have their own websites, while many smaller hotels

are using the internet as a marketing tool. Moreover, products and services of service industries do not exist at the time of purchase such as a hotel or airline reservation which generally requires booking some time in advance of the actual stay at the hotel or the flight is not consumed until a later date. Therefore, the factor that led to the decision to purchase information, which was possibly held in many forms such as brochures, leaflets, or websites.

Moreover, a crucial role is played by the various methods of guiding prospect buyers through the enormous range of hotel options available. In this sense e-commerce is no different to traditional marketing in that consumers seek to simplify their choice by using a trusted brand names and established business relationships. Within the hotel sector, the use of trusted brand names has reduced the risk attached to purchasing. The tourist industry can benefit from e-commerce by developing a coherent position in the marketplace, increasing their market share by getting closer to customers (actual and potential), and subsequently by providing greater customer satisfaction (Sussmann & Baker, 1996).

1.2 Statement of the Problem

The recent introduction of internet technology to general businesses has led to its wide-scale application in the hotel industry. Consumers have been increasing use the internet to search for accommodation-related information on hotel websites.

In spite of the presence of numerous hotel websites, hotel managers' still remain eager to know the effectiveness of the contents of their websites. There is a need to develop a set of detailed website features to support customers in their search. However, as Wan (2000) says; 'the adopting of internet technology is neither a guarantee of success nor a competitive advantage.'

Moreover, Kasavana et.al. (1997) indicated that generally internet can be used in two distinct ways, which are as a source of data by which users (browse) access resources purely to get information, and/ or as a means of facilitating the business channel to create transactions

(purchase). Therefore, this study is developed to know and understand the difference in perception and importance of specific hotel website dimensions and attributes between two types of online users, which are online-browsers and online-purchasers and also discover what websites dimensions can influence the perception of online-browsers to become online-purchasers.

1.3 Research Objectives

1. To compare the perception of online-browsers and online-purchasers among various demographic groups such as gender, age group, nationalities, education level, and annual personal income.
2. To compare the perception of two groups of online users (online-browsers and online-purchasers) on the importance of specific dimensions and attributes of hotel websites.
3. To provide a general guideline for organisations, web designers, web developers, and marketers on the way to design an effective website for online-purchasers.

1.4 Scope of the Research

A set of 416 questionnaires were distributed to individual males and females aged between 20 to more than 50 years who are both domestic and international tourists. Data for the research was collected using three parts of questionnaires. Most of the participating respondents were intercepted at the Sukhumvit area, specifically, in front of hotels, restaurants, tourist attractions, shopping centers, etc.

The selected hotel website dimensions and attributes included details like reservation information, facilities information, contact information, surrounding area information, and website management.

1.5 Limitations of the Research

Given the fact that this research focused on both Thai and foreign tourists who visited Bangkok as a destination, the measurement excluded the other destinations. The findings of this study are applicable and restricted to a particular timeframe as the research was conducted during October 2007, therefore it may not be applied to another time frame.

The research's findings are limited to the size of the sample; hence, the findings cannot be generalized. The study is also limited to the extent of which hotels in different categories provide sufficient information about the target dimensions and attributes. In addition, another limitation is that the study only focused on hotel website users who had visited a hotel website in the past 12 months. According to Law & Hsu (2006) studies, the reason to use a period of past 12 months is because it is the appropriated time that respondent can recall their behaviour.

This study is also disregards on detail of the artistic (graphics animation), persuasion marketing and technological aspects (interactive features such as pop-up) of hotel websites that might create appealing elements to the advertising purposes.

In addition, the study leaves the aspect of purpose of visit out because of the limited time frame.

1.6 Significance of the Study

The study would demonstrate the potential benefits of e-commerce web design and guidelines for web designers, web developers, and marketers and online the importance of specific hotel website dimensions and attributes from the perspectives of online-browsers and online-purchasers which may influence them to become customers.

The study findings would be useful for hotel practitioners and academic researchers to better understand consumers' purchasing and information search preferences.

1.7 Definition of Terms

- B2B (Business-to-business)** : Website or sites that are constructed to sell business products and services to other businesses (Cox & Koelzer, 2004).
- B2C (Business-to-consumer)** : Website or sites that are constructed by businesses to sell products and services to consumers (Cox & Koelzer, 2004).
- Central Reservation System (CRS)** : An online communication system between all hotels in a company or chain that maintains up-to-date room pricing and availability information. (Cox & Koelzer, 2004).
- Destination** : A location possessing ethnic, culture, natural resource or environment, or recreational attributes that attract non-local visitor (tourists) (Harris & Howard, 1996).
- Electronic commerce (E-commerce)** : The process of buying and selling or exchanging of products, services, and information via computer networks including the Internet (Turban et al, 2000).
- Graphics** : Diagrams, drawings, images, and other types of non textual material appearing on a web page (Alexander & Tate, 1999).
- Home pages** : The front or main page of a website, which often acts as a starting point and leads to other documents stored on the site. A page that precedes the main, navigation-oriented, traditional home page is often called a 'splash' page (Cox & Koelzer, 2004).
- Hotel** : A range of accommodation properties providing sleeping accommodation, as well as other services such as food, beverage and entertainment (Harris & Howard, 1996). The hotels in this study include situated around Sukhumvit area in Bangkok.
- Hotels chains** : Two or more hotels owned managed or marketed by the same entity company (Harris & Howard, 1996).

Internet	: A global communication network of interconnected computer systems that serves to allow interchanges of information between public and private sector organizations and individuals (Harris & Howard, 1996).
Online-browser	: The person who visits web sites but does not make any purchase (Law & Hsu, 2006).
Online-purchaser	: The person who visits web sites and makes a purchase (Law & Hsu, 2006).
Online reservations	: Ability to make air, room, automobile, and other reservations via the internet (Cox & Koelzer, 2004).
Tourism industry	: All activities which supply, directly or indirectly, goods or services purchased by tourists (Hollander et al., 1980).
Tourist	: Internal or external visitors who stay at least one night in a collective or private accommodation in the place visited (Harris & Howard, 1996).
Web page (webpage)	: A page of a website. Every webpage is identified by a unique address, called URL (Uniform Resource Locator). Although a page is often considered to be 11 inches long, pages actually can be vary long and take up many paper pages when printed (Cox & Koelzer, 2004).
Web site (website)	: An organised, related, interconnected group of webpages. Sites typically include a “home page,” which is the first page seen by someone entering the site, and additional pages that are accessed from the home page by using internal links (Cox & Koelzer, 2004).

CHAPTER 2

LITERATURE REVIEW

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This chapter will review related literature and studies, which include the following contents and topics:-

- 2.1. Marketing by Services Organization
- 2.2. E-Marketing by Services Organization
- 2.3. The Concept of Perception
- 2.4. Perception of Website of Services Organization (Hotels)
- 2.5. Discussion of Dependent Variables
- 2.6. Empirical Studies

2.1. Marketing by Services Organization

Kotler & Armstrong (1996) pointed out that the marketing mix is one of the major concepts in modern marketing. The marketing mix is defined as the set of controllable tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product, which traditionally refers to 4Ps including product, price, place, and promotion. Morrison (1996) revealed that there are a total of 8Ps in the hospitality industry according to its unique characteristics, and that the other more 4Ps are people, partnership, packaging, and programming.

Kotler & Armstrong (1996) commented that the Ps' theory merely represents the sellers' view of the marketing tools available for influential buyers. From a customers' viewpoint, however, 4Cs also need to be stressed which refer to customer needs and wants, cost, convenience, and communication (Lauterborn, 1990).

Many hospitality companies create their own websites for various purposes, but mostly use them as a sales and marketing tool (Hoof et al., 1999). By using the internet as a marketing

tool, tourism organizations have gained some distinct advantages in cost reduction, revenue growth, marketing research and database development, and customer retention (Morrison et al., 2001). Customer expectations are commercial factors when starting to consider the feasibility of developing a website for businesses (Bell & Tang, 1998) and website promotion is crucial to lead a hotel to the final success of internet marketing.

2.2. E-Marketing by Services Organization

There are several changes in tourism demand which are causing the tourism product to become increasingly difficult to control and manage. Firstly, potential customers are becoming more discerning when making their travel purchases. They require better value for money from tourism retailers. Secondly, customers are traveling more frequently and to far greater distances throughout the world largely due to the advances in airline and communications technologies. Thirdly, travelers are becoming more knowledgeable and more adventurous in their choice of destination (Collier, 1989). As such, customers are becoming more global, which means travel on a worldwide basis is now beyond normal travel patterns (Gamble, 1991). Fourthly, customers are demanding more individual and bespoke itineraries which meet their own particular requirements and not those packaged by travel agents or tour operators (Collier, 1989).

In addition, socio-economic factors such as the aging of the population and increased leisure time through working week reductions means that the customer is demanding more by way of quality of life improvements through travel and tourism expenditure (Gamble, 1991). The tourism market is growing and at the same time it is becoming increasingly complex. The challenge for tourism suppliers is to provide what the customers want but at a better value for money than their competitors.

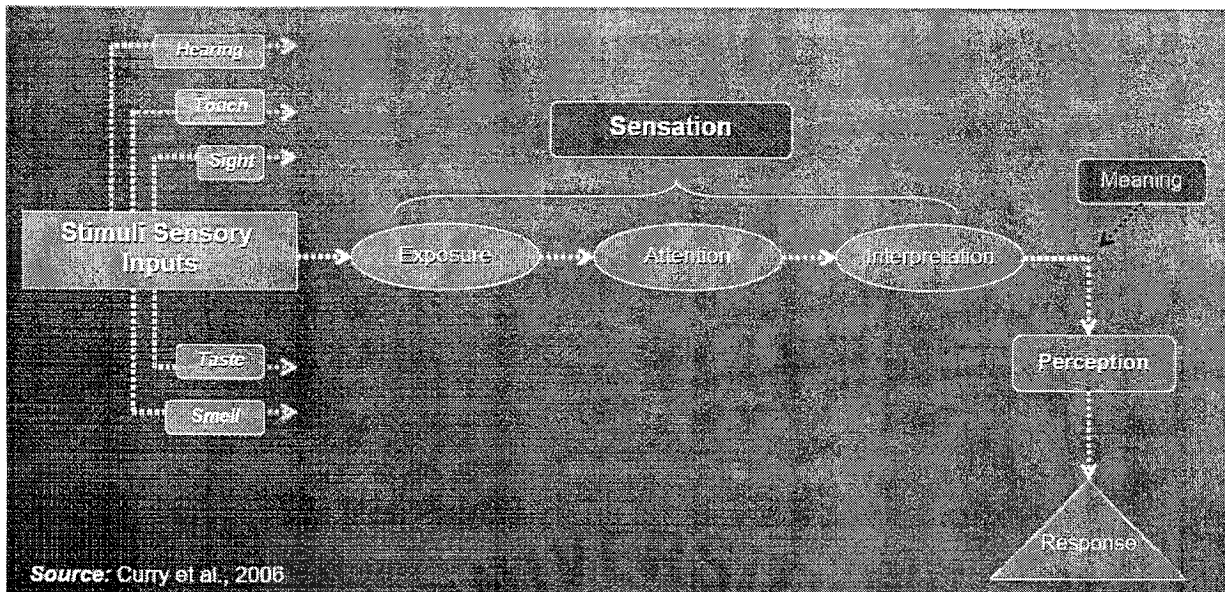
The key to successfully satisfying tourism demand is the provision of information to the customer. The information must be timely, accurate and relevant to the customer's needs.

Customers thus rely on a wealth of information before making a decision to buy. Price, availability, schedules, facilities, tours, foreign exchange, and travel insurance are some examples. In providing this information, there are a series of interdependencies evident, the travel agent is often the key link between the producer and buyer, since the customer relies on the travel agent to provide a broad range of information at the point of sale, and the tourism supplier relies on the travel agent to provide the desired information to the customer. The travel agent must thus have instant access to the information required if it wished to satisfy the tourism demands of its customers. Many hospitality companies, therefore, created their own websites for these purposes as sales and marketing tools (Hoof et al., 1999). By using the websites, hoteliers have gained some distinct advantages in cost reduction, revenue growth, marketing research and database development, customer retention, and customer relationship management (Morrison et al., 2001). As customer expectations are commercial factors when starting to consider the feasibility of developing a website for businesses (Bell & Tang, 1998), planning and websites design is a must.

2.3. The Concept of Perception

Many people incorrectly regard perception as a passive process in which the mind records the data that the senses gather. Curry et al., 2006 stated that, in reality, perception is an active process; it "creates" rather than "records" reality based on the individual's understanding of the stimuli to which she/ he attends. As such, perception is strongly influenced by factors such as an individual's experience, education and cultural values to interpret the input received by the body's sensory receptors. Individuals can process only a small amount of the sensory information available to them; an even smaller amount is attended to and, therefore, given meaning. Again, in the words of James (1890), "My experience is what I agree to attend to." This perceptual process is depicted in Figure 2.1.

Figure 2.1: The Perceptual Process



The critical difference between sensing and perceiving lies in the concept of attention that is, the extent to which mental processing activity is paid to a particular stimulus. Similarly, in the real world, there is nothing that distinguishes the critical object within a visual scene from its background and, thus, the object is not attended to or perceived at first glance, although it may be extremely noticeable once its presence is detected. Knowledge of the presence of an object is often critical to the likelihood that it will be detected as well as that it will be correctly interpreted. People tend to perceive what they expect to perceive; a corollary to this is that it normally requires a greater amount of unambiguous information to recognize unexpected phenomena than expected ones.

2.4. Perception of Website of Services Organization (Hotels)

One of the most importance characteristics of the web is its global market reach, which gives unparalleled exposure as it is instantly available to potential customers worldwide – 24 hours a day, 365 days a year. Customers anywhere can access promotional material at a time that is convenient for them, and thus do not have to struggle to contact sales people during office hours. Such material can make use of the full capabilities of the web by incorporating

full colour photographs and graphics, sound, animation and even video, all at a fraction of the cost of producing paper-based brochures. These multimedia presentations can be updated quickly, easily and as often as necessary, which gives great potential for promoting last minute offers (Cox & Koelzer, 2004).

In the last decade, the traditional way to market business to a large audience is to use a broadcasting approach, which essentially uses a single standardized message that is designed to appeal to a broad target market. Print and television advertising are also common examples of this type of promotion. By this type of promotion, the marketer controls the content – what should be presented, the timing – when it is seen, the location – where it is seen, as well as the frequency – how often it is seen. However, all of these marketer controls are limited by cost and capacity, and in any case, the strategy often results in something other than expected such as wasted exposure. Even when targeted correctly, but ineffectiveness can cause a failure to engage the customer as they have no involvement in that particular advertising.

Web marketing, in contrast, turns many of these characteristics upside down. With the Web presentation, it is the customer, not the marketer, who is in control. Customers determine what they will view, when they will view, and even the direction and order in which the information is presented.

In general, Travel Industry Association (1999) implied, however, that many of hotel internet users are travel lookers who get hotel's information via the internet as an online-browsers or e-browsers/ e-lookers, while some get hotel information and also make a transaction or booking online over the internet. Therefore, this group of internet travel lookers is in turn internet travel bookers or online-purchasers or e-purchases/ e-bookers. There are, therefore, generally 2 main types of internet or online users which are online-browsers/ online-browsers/ e-looker/ e-viewer; the person who visits websites for any purpose but does not make any transaction or purchase over the internet (Law & Hsu, 2006), and online-purchasers/ e-purchasers/ e-bookers/ e-buyers; the person who is an online-browsers and does make an

online transaction and/ or purchase in the internet marketplace (Law & Hsu, 2006). In addition, in order to make hotel website users both online-browsers and online-purchasers, there are three driving forces that most leading service industries such as hotels use. These include client contact (62.8%), information search (31.8%), and correspondence expenditure reduction (17.6%). Moreover, most hoteliers also consider using email and the other functions of the internet as very important in the running of day-to-day business, Kasavana et.al. (1997) as stated in the previous chapter.

2.5. Discussion of Dependent Variables

Regarding websites, marketers are not the ones who lure and attract the customers to the site, but it is the customer who actively searches for information. The website, therefore, gives a company access to persons who are already predisposed to learning more about its products. In effect, they are pre-screened customers who search for information of products and services by visiting the website, showing both interest and involvement to do so. Thus, it is more likely that they will buy products and services if their needs are satisfied.

There is, presently, a mismatch between the contents of existing websites and the needs of customers. Having an electronic version, therefore, is not enough. Content and format need to be adapted to take advantage of the power and unique characteristics of the website, and navigation tools need to be included to prevent users getting lost in the data. A website's content should vary according to the type and size of the hotel organization. For instance, if it is a big hotel or hotel chains, a reservations function is usually provided on the website in order to get more lead of booking and to be an online communication system between all hotels in a company or chain that maintains up-to-date room pricing and availability information. Not only can website content serve as an information dissemination tools, but it can also provide online reservations through the internet wherever their hotel's websites or any other third-party website such as a travel agent. A website's content should, moreover, be relevant to the

viewers' needs, easy to use, and should include logical links to areas of further interest. In addition, its content must be changed regularly, and must be attractive enough to make users want to come back again and again.

There are, however, two main parts of discussion in the trade journals about the best method to assess the performance of hospitality and tourism websites, namely analysing the content of websites and/ or investigating the perceptions of website users.

In this study, the measurement model was adopted from Law & Hsu (2006), which in turn, was adapted from other prior studies (Law & Leung, 2000; Morrison et al., 1999; Murphy et al., 1996; Van Hoof et al., 1999; Weeks & Crouch, 1999). Therefore, the successful performance of a hotel website, in this research, was determined by a set of website dimensions, for instance, "facilities information", "reservation information", "contact information", "website management", and "surrounding area information" and each of these dimensions, in turn, comprised a number of attributes.

Regarding user perception it strongly affects website usage and consequently the benefits derived from the website, therefore, the better the website design is, as well as the greater the increase in customer benefits and online-browsers' conversion into online-purchasers.

Coopee et al. (2000) suggested that website designers should include these essential elements/attributes into any commercial website they design: catalogue development, user tracking, payment processing, online fulfillment, website security, privacy, business-business sales models, and business-customer sales models.

Cell (2000) provided some guidelines for creating a customer-friendly website: make company easy to find online, keep site navigation simple and clear, give customers a reason to visit the site, make the site visually appealing, offer a menu of communications options, and answer e-mail promptly and professionally.

Cheung & Huang (2002) employed these categories in analysing different types of content on commercial web sites: company overview/information, products/services, what's

new, search, employment opportunities, customer service/assistance, index/directory, financial facts, and links to other sites, online business services/utilities, guest book, FAQ, and messages from CEO.

Scharl (2000) identified four categories of website architecture when discussing their advantages and disadvantages: static, iterative, adaptive, and agent-mediated. An automated and scalable approach is proposed in his book for web assessment.

Personal Information/ Socio-Demographics

There are many studies indicating that where personal information is measured by socio-demographics, may differ in personalities, preferences, and also behaviors. For example, NECTEC (2005) revealed that a difference in age caused a variance in patterns of internet usages' behavior, or education levels may affect the level of intention due to limited language. Therefore, people in different socio-demographics should be considered evaluating hotel websites attributes from Customers' Perceptions in Bangkok, Thailand.

Reservation Information

An advanced online reservation system provides many of the services a traveler would expect. An online reservation system can construct a rate plan; provide a listing of room rates and categories and seasonality corresponding to the traveler's requested itinerary; that shows available room rate for which rooms are still available. Customer's can take this opportunity to book directly on an individual hotel's website, as an online decision-support. Therefore, hotel booking engine applications should be attached to hotel websites to permit people to book rooms in real time. Furthermore, other information related to reservation should be informative giving details such as check-in/ out time, reservation policy, and especially, the security system used for payment (Huang et al., 2003).

Facilities Information

The information details what researchers require from website contents; the information features or services that are offered in a website (Ghosh, 1997; Huizingh, 2000; Rachman & Buchanan, 1999). Therefore, providing information is the basic goal of a website (Huizingh, 2000). This is also very important when customers purchase products and services (Merwe & Bekker, 2003). As Davern, Te'eni & Moon (2000) stated; the two key design variables for information environments is content and quality. Rosen & Puriton (2004) stated that "high quality content is one of the top four factors contributing to repeat visits". For tourism organizations, just like hotel companies, website content allows them to engage customers' interest and participation, to capture information about their preferences, and to use the information needed to provide personalized communication and services (Doolin, Burgess & Cooper, 2002). Furthermore, it is also particularly important because it influences the perceived image of the destination and creates a virtual experience for the consumer (Cano & Prentice, 1998).

Use of pictures on the website is one of the strategies that can be employed to overcome disadvantages associated with the intangibility of the hotel product and service in the pre-purchase stage of the consumer decision making process (Koernig, 2003). Berry & Clark (1986) developed a typology of four communication strategies that could help the service industry provide customers with more tangible cues: physical representation, association strategy, visualization, and documentation strategy. These four strategies focus on the tangible elements that are important parts of the service, including service personnel, place, events, and Figures that could be presented effectively in picture formats. Then, it can be identified that visualization helped engage customers in mentally picturing the benefits of the service and imagining actually experiencing the service, likewise, Jeong & Choi, (2004) indicated that if a hotel website provided a variety of pictures of the hotel and featured service personnel or guests in the pictures, prospects tended to have more favorable perceptions toward the hotel

website because they could mentally picture the overall image of the hotel and benefits of the service, and imagine actually experiencing the service. Even though there was no main effect of the format of picture presentations on customers' perceptions, but it is a significant interactive effect existed between the formal and realism of picture presentations. Thus, hotel websites should provide a wide variety of pictures about the hotel and then the pictures on the website should deliver useful, clear, and complete information for customers to establish strong behavioral intentions by only reviewing them.

Contact Information

Companies should always consider their customers first. From a customer's perspective, in order to have a long-term business relationship with a company, it should be easily accessible and contactable, which is important in a virtual community (Lea et al., 2006) and to allow possible e-collaboration (Cheng et al., 2006). Therefore, a hotel website must provide links to facilitate contact and effective communication; by providing multiple communication channels such as telephone, fax, e-mail address, online FAQ, online forum, or even mailing. In addition, customer feedback is also another essential tool towards an effective customer service. To obtain valuable customer feedback online, companies must provide adequate facilities for customers to provide the feedback with (Huang et al., 2003).

Surrounding Area Information

From the content perspective, an effective website should provide significant added-value to visitors through its features, besides the general product and service information which it is selling, such as city attractions, information, transportation, or special coming events (Huang et al., 2003).

Website Management

Huang et al. (2003) indicated that the power of the internet not only lies in its ability to provide information and services online, but also in providing services with minimal time and geographical limitations. This is especially important when a website is designed to reach customers worldwide who are located in different time zones. To maximize the business potential facilitated by the internet, effective communication between customers and companies must be sustained. Therefore, it is necessary to be careful about both the design and management of a website, which should include up-to-date information on the site, multi-language options, newsletter subscriptions, and site map or web navigation to ensure; user-friendly experience. Furthermore, a website should also be informative and resourceful. It could provide customers with links to external resources.

2.6. Empirical Studies

2.6.1. Importance of Hotel Website Dimensions and Attributes: Perceptions of Online Browsers and Online Purchasers, Law, R., & Hsu, C. H. C., 2006.

This article research was a part of a large-scale International Visitors Survey that was carried out by a school of hotel and tourism management at a local university in Hong Kong. The article reports on a study that examined these two groups of international hotel website users, online-browsers and online-purchasers, on their perceived importance level of specific dimensions and attributes on hotel websites.

A structured questionnaire, consisting of three sections, was based on prior studies of perceived importance of specific dimension and attributes on hotel website, level of agreement on the importance of the overall performance and/ or quality of the dimension and attributes when they make online purchases of hotel rooms in different hotel categories, and demographic data.

A non-random quota sampling method was used in the survey, and 2,400 nontransit travelers from seven major visitor origin countries and/ or regions were approached for interviews at the departure lounge of Hong Kong International Airport in the period from September 28, 2003 to October 17, 2003.

Descriptive statistics were performed for all variables. Empirical evidence indicates that there was no significant difference in most of the included dimensions and attributes between these two groups of users in this study which approach in the Hong Kong area.

2.6.2. The Website Design and Internet Site Marketing Practices of Upscale and Luxury Hotels in Turkey, Baloglu, S., & Pekcan, Y. A., 2006.

Internet with current and emerging multimedia features provides ample opportunities and particularly useful for dealing with the intangible nature of the service, and transforming marketing mix variables to capitalize on the informational and transactional potential of the Internet, and to gain a competitive advantage. This study utilizes content analysis to analyze the websites of a select group (4- and 5-star) of hotels in Turkey in terms of site design characteristics (interactivity, navigation, and functionality) and site marketing practices on the Internet. This study also investigates variations in design and use of marketing elements on the Internet based on hotel type (4- and 5-star resort and transient hotels). The findings showed that the hotels in Turkey were not utilizing the Internet to its full potential and effectively e-marketing their hotels regardless of the hotel type.

2.6.3. Probability of booking Travel online and for being repeat booking of travel online: scope in Thailand, Phanitchayarom, S., 2003.

The marketing of travel on the internet is growing rapidly and with this so is travel e-commerce. Unfortunately, the research information to date on people searching for travel information online and booking travel through the internet has lacked depth and sophistication.

Therefore, this study developed and tested predictive models for the likelihood of booking travel online and for being a repeat booker of travel online. Using an interactive survey method, the respondents were asked to provide information on their socio-demographic characteristics, travel-related behaviors, Internet usages patterns, perceptions of the Internet, and last trips booked online. Stepwise logistic regression analysis was then applied to develop the two predictive models. A conceptual model was suggested depicting the process through which people become Internet travel bookers.

2.6.4. Developing a Performance Indicator of Hotel Websites, Chung, T. & Law, R., 2003.

This research note presents an information quality evaluation model for measuring the performance of hotel websites. The model is developed on the basis of a conceptual framework which consists of five major hotel website dimensions, including facilities information, customer contact information, reservations information, surrounding area information, and management of websites. The dimensions and their associated attributes were obtained and modified from published articles in the hospitality and tourism literature. A preliminary study was performed with Hong Kong hotel managers to rate the level of importance of the dimensions and attributes. The model was then applied to initially measure the performance of the websites of Hong Kong hotels. The performance result of a website is expressed by the total performance score of the site. Experimental findings show significant differences in performance scores for all dimensions among the luxurious, mid-priced, and budget hotel websites. This research should be of interest to hotel practitioners and researchers as the findings shed light on the further development of quantitative measurements for hotel websites.

2.6.5. Categorizing Web Features and Functions to Evaluate Commercial Web Sites: An assessment framework and an empirical investigation of Australian companies, Huang, W., Le, T., Li, X., & Gandha, S., 2006.

This is an assessment framework that can be used to categorize and assess commercial web sites from the perspective of web-technological features and functions and to demonstrate its usefulness. The research is developed on prior relevant research and successful web site design experiences of industrial experts in the field, an assessment framework that can be used to categorize and assess web features and functions is proposed, and 252 commercial web sites of listed Australian companies were randomly sampled and assessed to demonstrate the usefulness of the proposed assessment framework. The proposed assessment framework provides valuable insights, while different companies normally use different web-technological features and functions on their web sites, certain features and functions have been more commonly used in designing commercial web sites than others, and certain differences in the use of web features and functions on commercial web sites exist across different industries.

2.6.6. Patterns of Information Services on Hotel Websites: The Case of Greece, Zafiropoulos, C., Vrana, V., & Paschaloudis, D., 2006.

Information services provided through the web allow hotels to improve communication, marketing and e-commerce. This paper aims to identify common hoteliers' practices on their websites' design. It argues that hoteliers provide groups of relative information services and not isolated or case services. Using an extended web survey, this study identifies which information services are offered through Greek hotel websites. While recording users' attitudes, this study estimates the significance rates of the information services. Multidimensional scaling followed by Hierarchical Cluster Analysis produced clusters of information services, which were studied according to their size, occurrence and significance. Greek hotel websites are primarily designed so as to be electronic brochures and, while they generally satisfy most of

the users' needs, they partly serve as online transactions media, a function considered significant by users.

2.6.7. Key Dimensions of Web Design Quality as Related to Consumer Response, Liu, C., Arnett, K. P., Capella, L. M., & Taylor, R. D., 2001.

There are two major objectives of this study. The first is to identify what key dimensions significantly influence the design quality of an electronic market on the Web; the second, to identify consumer reactions to design quality of Websites. Four key dimensions were identified: information and service quality, system use, playfulness, and system design quality. An experiment examined how design quality is related to various customer reactions. The results show that a well-designed Website will increase the level of customer recall and recognition. Also, a well-designed Web site will lead customers to have favorable attitudes toward the site and its products and services that are presented through the site.

2.6.8. Modeling and Comparing Internet Marketing: A Study of Mainland China Based and Hong Kong Based Hotel Websites, Huang, T., Law, R., & Guangzhou, P. R., 2003.

In spite of the relative ease of website design, many hotels do not know how to fully utilize their websites as a marketing tool, and many hotel websites have been designed to serve as "electronic brochures" instead of "innovative marketing tools". In view of this deficiency, successful factors for conducting web marketing clearly help hotels improve their efforts on Internet marketing. This research served two purposes. First, it makes an attempt to develop a framework for hotel Internet marketing. Second, the research performs a comparison study for Hong Kong luxury hotels and Mainland China luxury hotels using the developed framework.

Hotels in Hong Kong are selected for direct comparison with their China counterparts because the former are generally regarded as having an international standard. Lastly, this

research makes recommendations for hotels to make better use of their websites as an effective marketing tool.

Empirical findings in this research showed that the website performance of Hong Kong hotels scored higher than Mainland hotels, and statistically significant differences exist between hotels in these two regions. The findings typically reflect that the websites of Mainland hotels mainly remain as "electronic brochures". Hong Kong hotels, however, obtain higher scores in most attributes, which reflect that the websites of Hong Kong hotels can serve as "marketing tools".

The performance of 4Cs on the sites was not satisfactory in both Hong Kong hotels and Mainland hotels. In reality, the Internet can boast its character of interactivity. Without the participation of customers, the website is not really interactive. The website is designed for customers, but not for the industry. Therefore, customer needs and wants, cost to customer, convenience and communication should be focused on during the website development stage.

2.6.9. Effectiveness of the Hotel Website in Singapore: A Perspective from Business-To-Business (B2B) Organizations, Chiang, L.C., 2003.

Internet marketing in hotels allows potential users to learn about the hotels, to tour hotel facilities, and to compare prices among other benefits without directly interacting with a hotel representative. For some users, the internet is the first and only channel consulted when booking hotel accommodations. In the present age, the internet is increasingly becoming both an opportunity and a challenge for hotel marketers. The opportunity lies in reaching users directly through Internet sites. The challenge is to get the guests' attention long enough to tell the marketers' story (Connolly, Olsen & Moore, 1998). It has always been controversial as to how effective Internet marketing can be. Both firms and researchers have indicated that the measuring of effectiveness of Internet marketing is a multi-dimensional question. This study sought to examine the effectiveness of business-to-business Internet marketing in the hotel

industry in Singapore through analyzing the differences between the travel agents expectations of service and hotels' understanding of those expectations. A total of 66 hotel websites in Singapore were scanned to give the features analysis. On the basis of the perception scores of 112 inbound travel agents, the study identified the gaps between the users and the website provider (hotel industry).

Summary of the Empirical Studies Literature Review

Regarding the above empirical studies, it is apparent that there are numerous studies related to hotel websites. Most of the prior studies on website effectiveness evaluation largely concentrated on assessing the general characteristics of website features such as content, design, usefulness, etc. while some studies have profiled internet users and examined users' perception on general shopping features on the internet and evaluated specific website with the involvement of general as well as organization and student users. However, all of previous research stated was not carried out in Thailand but in other destinations. In order to cover the Thai tourism area, the study of Law & Hsu (2006) was developed to know and understand the importance of evaluating hotel website dimension and attributes from the perspective of hotel websites users, whether they are online-browsers or online-purchasers.

CHAPTER 3

RESEARCH FRAMEWORK

This chapter includes the theoretical framework, conceptual framework, research hypotheses and operationalisation of the independent and dependent variable Tables. The conceptual framework shows the relationship of independent variables and dependent variables, while the operationalisation Table examines the explanations of all major features which are discussed in the conceptual framework. The next part of this chapter is the development of statement of hypothesis and the expected outcome of the research.

3.1. Theoretical Framework

A theoretical framework is a conceptual models of how one theory the relationships among several factors that have been identified as important to the problem (Sekaran, 1992). It clarifies questions and summarises the overall concept being investigated (McDaniel & Gates, 1998).

The research of Law & Hsu (2006) stated that hotel website users, which included online-browsers and online-purchasers, viewed reservations information, facilities information, contact information, surrounding information, and website management as important features when using hotel websites.

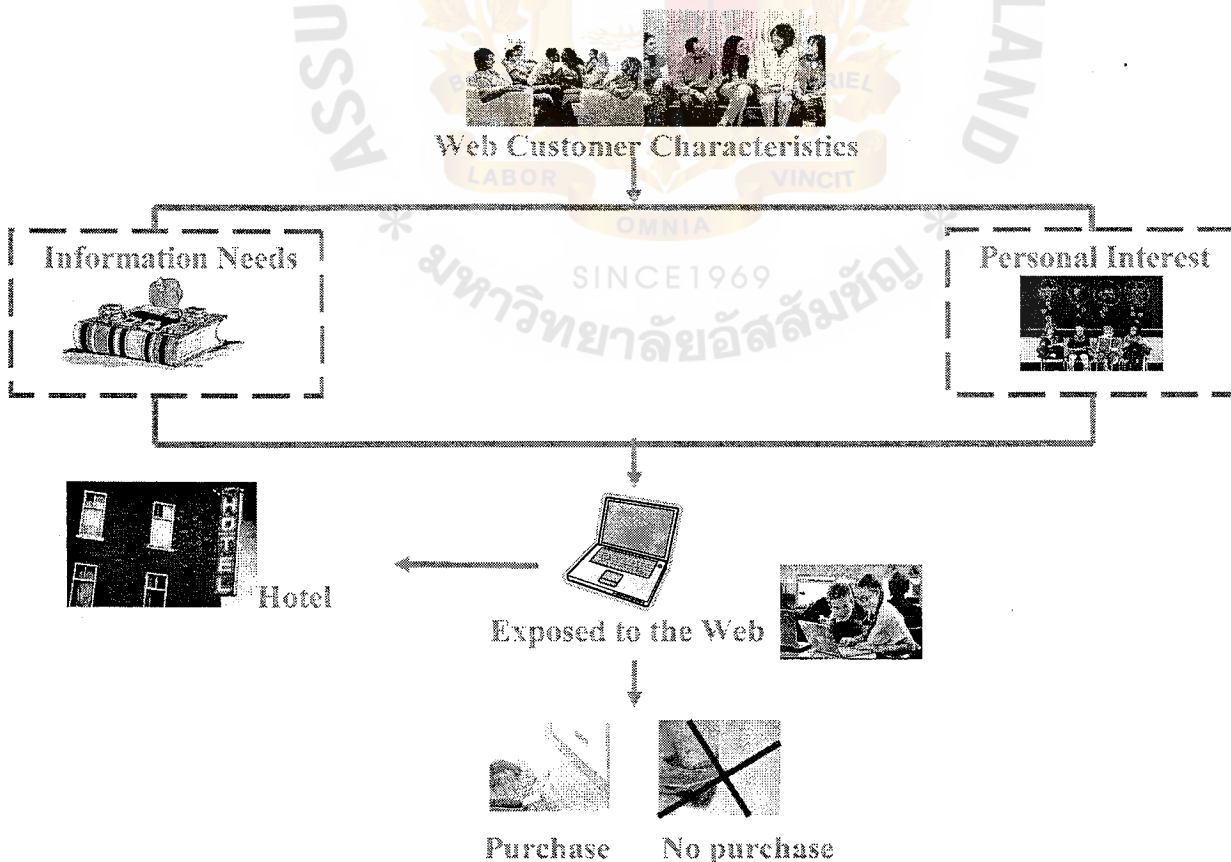
In brief, reservations information, combined with ten attributes; which are the key attributes related to facilities and services, were available on the website for online reservations. In the same way, facilities information helped a hotel to sell products and services by giving descriptive information related to a hotel, including images/ photos. Then, in order to facilitate direct communication between a hotel and customers, contact information was applied. In addition, the nearby environment and any other transportation provided to get there was also necessary, hence, surrounding area information was added to five attributes. This was followed by another six attributes that were related to whether a website could maintain an

efficient and effective way for customers to access relevant and up-to-date information were added under the website management dimension. Finally, demographics were evaluated whether people from different demographics are different in perception levels and type of internet users.

In other studies, Jeong & Parks (1999) examined current hotel websites have played a key role in providing hotels with an opportunity to inform and advertise products and services to that particular segment of customers who surf the web. Owing to this fact, hotel websites have been playing an intermediary communication role between customers and companies in delivering information, further to the customer's information need or intention.

After the discussion of two theoretical frameworks, researcher decided to adopted both Law & Hsu (2006) and Jeong & Parks (1999) together. Therefore, the adopted of two theoretical will show as in the Figure 3.1.

Figure 3.1: Theoretical Framework



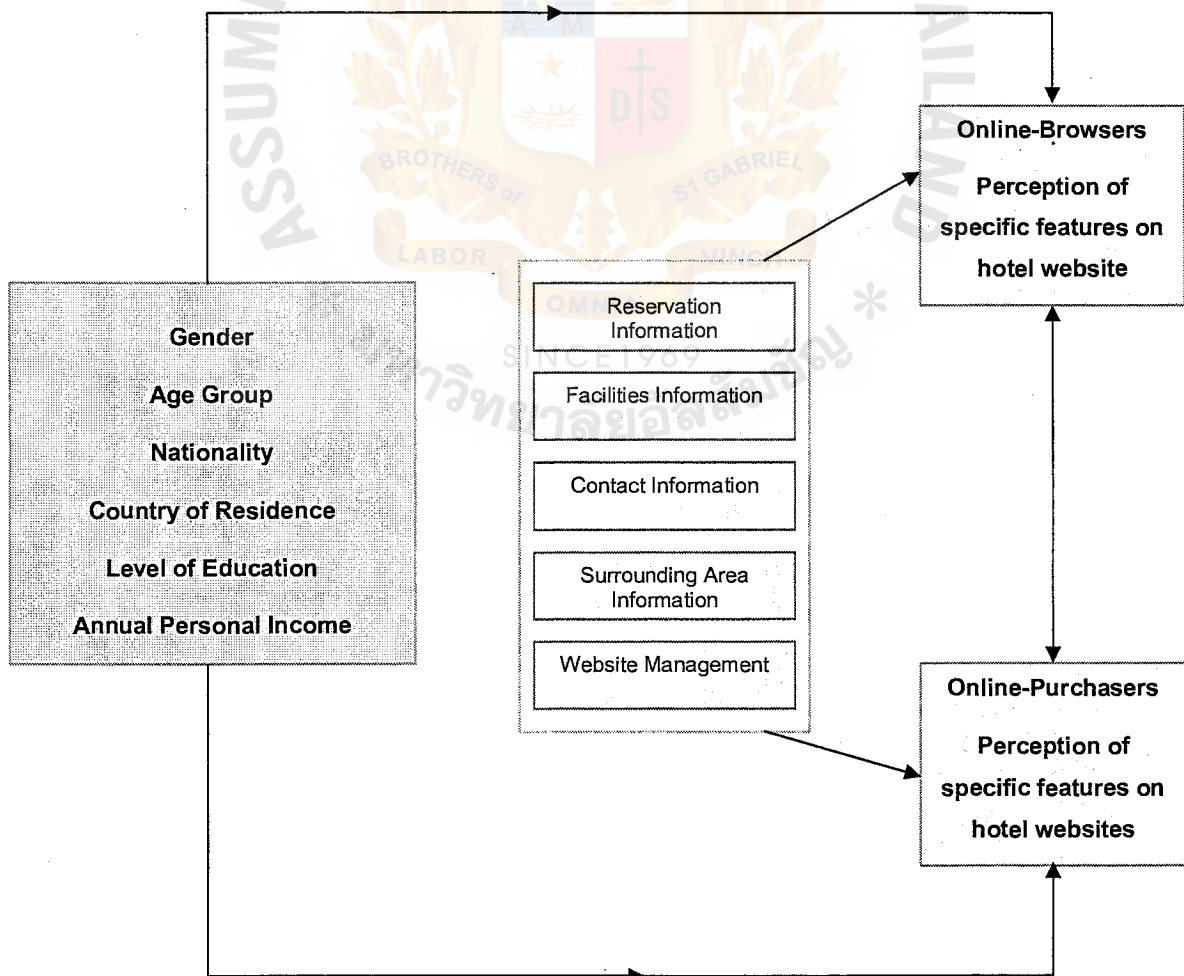
Source: Adopted from Jeong & Parks (1999).

The above Figure 3.1 shows the theoretical framework, which is starting with web customers characteristics, which each will have their own information needs and personal interest. Once customers know what they want, then they would use computer to access internet in order to get the information as preferable. Lastly, it will lead to the final decision whether the customers really want to purchase or not purchaser with that existing website.

3.2. Conceptual Framework

In this study, the socio-demographic characteristic is the independent variable, while dependent variables are online-browsers and online-purchasers' perception on hotel website dimensions and attributes such as reservation information, facility information, contact information, surrounding information, and website management as shown in Figure 3.2.

Figure 3.2: Conceptual Framework



Source: Adopted from Law & Hsu (2006).

Independent Variables

Personal Information/ Socio-demographic

Socio-demographics is defined as a group or a market segment, which typically involves gender, age group, nationalities, level of education, and annual personal income.

Dependent Variables

Reservation Information

Reservation information is defined as information on room rates and availability, online/ real time reservation, security payment system, check-in and check-out time, reservation policy, and special request forms to ensure facilities and services were available on the website for online reservations.

Facilities Information

Facility information concentrates on the information related to hotel location maps and hotel images/ photos such as images of; guest room amenities, restaurants, swimming pool, meeting facilities, health club, travel desk, bar, kids club, activities, and landscape or hotel surroundings. As the visual displays graphic information, it may be necessary to decide whether photographs or an illustration should be used. Photography is considered more realistic and trustworthy (Davidoff, 1994). In contrast, illustrations are often not realistic; the quality of that illustration should reflect its professional image and its persuasive effect for attracting attention from tourists.

Contact Information

Contact Information is the third dependent variable that the research will be measured on. Without contact information, visitors will face some trouble of how to contact the hotel. It is necessary to facilitate direct communications between a hotel and customers such as telephone

and/ or fax numbers, and a mailing address provided on the website, frequently asked questions as a short-cut of getting to know key information on the site, and a feedback form.

Surrounding Area Information

Regarding the tourists' need for information on regular charter program, the website should include complete details of the destination, itinerary, transport available, type of accommodation provided, and details of any optional special arrangements (Holloway, 1995). Therefore, surrounding area information of the nearby environment such as main attractions of the city, general information of the city, local transportation, airport information, and special events are valuable attributes which should be emphasized.

Website Management

To make websites more user-friendly, a website may provide clearly labeled navigation bars or lists of links to the interior pages of the site, which will help the visitor to find the specific page that they want to go to by clicking directly on the link in the navigation bar or lists. In addition, maintaining the website in an efficient and effective manner is also needed to ensure successful customer relationship management, and up-to-date information.

3.3. Research Hypothesis

The researchers intended to investigate the perspectives of hotel website users on the importance of specific hotel website dimensions and attributes between two groups of online users (online-browsers and online-purchasers).

Socio-demographics and Perception of online-browsers/ online-purchasers

H1₀: There is no difference in the perception of online-purchasers and online-browsers in terms of socio-demographics (gender, age group, nationality, education level, and annual personal income) characteristics.

H1_a: There is difference in the perception of online-purchasers and online-browsers in terms of socio-demographics (gender, age group, nationality, education level, and annual personal income) characteristics.

H1₀₁: There is no difference in the perception of online-purchasers and online-browsers in terms of gender characteristics.

H1_{a1}: There is difference in the perception of online-purchasers and online-browsers in terms of gender characteristics

H1₀₂: There is no difference in the perception of online-purchasers and online-browsers in terms of age group characteristics.

H1_{a2}: There is difference in the perception of online-purchasers and online-browsers in terms of age group characteristics.

H1₀₃: There is no difference in the perception of online-purchasers and online-browsers in terms of nationality characteristics.

H1_{a3}: There is difference in the perception of online-purchasers and online-browsers in terms of nationality characteristics.

H1₀₄: There is no difference in the perception of online-purchasers and online-browsers in terms of education level characteristics.

H1_{a4}: There is difference in the perception of online-purchasers and online-browsers in terms of education level characteristics.

H1₀₅: There is no difference in the perception of online-purchasers and online-browsers in terms of annual personal income characteristics.

H1_{a5}: There is difference in the perception of online-purchasers and online-browsers in terms of annual personal income characteristics.

Online users' perception on dimensions and/ or attributes of hotel websites

Reservation information online

H2₀: There is no difference in the perception of online-browsers and online-purchasers about the importance of 'reservation information' online.

H2_a: There is a difference in the perception of online-browsers and online-purchasers about the importance of 'reservation information' online.

Facilities information online

H3₀: There is no difference in the perception of online-browsers and online-purchasers about the importance of 'facilities information' online.

H3_a: There is a difference in the perception of online-browsers and online-purchasers about the importance of 'facilities information' online.

Contact information online

H4₀: There is no difference in the perception of online-browsers and online-purchasers about importance of 'contact information' online.

H4_a: There is a difference in the perception of online-browsers and online-purchasers about the importance of 'contact information' online.

Surrounding area information online

H5_o: There is no difference in the perception of online-browsers and online-purchasers about the importance of 'surrounding area information' online.

H5_a: There is a difference in the perception of online-browsers and online-purchasers about the importance of 'surrounding area information' online.

Website management online

H6_o: There is no difference in the perception of online-browsers and online-purchasers about the importance of 'website management' online.

H6_a: There is a difference in the perception of online-browsers and online-purchasers about the importance of 'website management' online.



3.4. Operationalisation of Variables

This section combines two major operationalisation variables, which are operationalisation of the independent and dependent variable Tables.

Table 3.4.1: Operationalisation of Independent Variables

Independent Variables (Dimensions & Attributes)	Concept Definition	Operational Component	Scale of Measurement	Question No.
Socio-demographics				
Gender	Classification of sex.	Male/ Female	Nominal Scale	Question 1
Age group	Duration of life specific to one person.	21-30 years old 31-40 years old 41-50 years old More than 50 years old	Ordinal Scale	Question 2
Nationality	Classification of Physical location.	Asians/ Europeans/ Americans/ Africans/ Eastern Caribbeans/ Middle East/ Australians/ other.....	Nominal Scale	Question 3
Level of Education	The individual's higher degree of study.	Certificate/ Diploma/ Bachelor Degree/ Master Degree/ Doctoral Degree/ other...	Nominal Scale	Question 4
Annual Personal Income	The yearly money received from employment or benefit from involvement or rent from property ownership.	Less than US\$ 10,000/ US\$ 10,001-30,000 US\$ 30,001-50,000 More than US\$ 50,000	Ordinal Scale	Question 5

Independent Variables (Dimensions & Attributes)	Concept Definition	Operational Component	Scale of Measurement	Question No.
Reservation information online	Key attributes related to facilities and services were available on the website for online reservations.	Room rates and availability Online/ real time reservation Security payment system Check in and check out time Hotel Reservation policy Special request form	Interval Scale	Question 11-16
Facilities information online	Both descriptive information related to a hotel and an illustration of hotel and facilities' image photo.	Hotel location maps Images / Photo of hotel Guest room (amenities) Facilities (restaurant, swimming pool, meeting facilities, health club, travel desk, bar, kids club) Activities (shopping, riding, painting, cooking) Landscape & Hotel's surrounding	Interval Scale	Question 16-21
Contact information online	The facilitation of direct communication between a hotel and customers.	Telephone / Fax number Email address Mailing address Frequently asked questions Feedback form	Interval Scale	Question 22-26
Surrounding area information online	Nearby environment places, events, and infrastructure.	Main attraction of the city General information of the city Local transportation Airport information Special event	Interval Scale	Question 27-31

Independent Variables (Dimensions & Attributes)	Concept Definition	Operational Component	Scale of Measurement	Question No.
Website management online	Website maintenance both in customer relationship management and ways for customers to access relevant and up-to-date information.	Up-to-date information on the site Multi-Language Site Web-link to other related business Online guest book Newsletters subscribe Site Map/ Navigator	Interval Scale	Question 32-38

Table 3.4.2: Operationalisation of Dependent Variables

Dependent Variable (Perception's Internet Users)	Concept Definition	Operational Component	Measurement Scale	Question No.
The perception of online-browsers	The person who visits web sites for a reason, but did not make any purchase (Law & Hsu, 2006).	Person who visited a hotel website(s) in the past 12 months	Nominal Scale	Question (i)
The perception of online-purchasers	The person who visits web sites and did make a purchase (Law & Hsu, 2006).	Person who made a reservation on a hotel website(s) in the past 12 months.	Nominal Scale	Question (ii)

CHAPTER 4

RESEARCH METHODOLOGY

This chapter presents the methodology used to conduct the research study, research procedure, including target respondents, sample size, sampling procedure, research instruments, data collection, pretest and reliability, and statistics used.

4.1 Research Method

The descriptive statistical model was used in this research study. It involved the transformation of raw data into a form that facilitates easier understanding and interpretation. Larrie & Peter (2006) defined that descriptive research is the research method that seeks to determine easy answers to who, what, when, where, and how questions. It also calculates the frequency of responses in each feature and attributes, the percentage of the responses in each dimensions and attributes and the mean.

4.2 Respondents and Sampling Procedures

4.2.1. Target Population

Target respondents of the study are non Bangkok residents, specific to individual male and female hotel website users, both Thai and foreign tourists, who visit Sukhumvit, Bangkok area for any purposes. The target respondents are aged between 20 to more than 50 years.

4.2.2. Sample Size

The number of guest visiting or staying in different hotels in Sukhumvit, Bangkok area, this figure is not disclosed to the researcher. The respondents, therefore, applied the population proportion to determine the sample size.

Figure 4.1: Sample size finding formula

$$n = \left(\frac{ZS}{E} \right)^2$$

n = Number of items in samples
Z = The confidence interval,
this study uses 95% confidence level in our research
S = Standard deviation,
assumes to have 0.5 as our standard deviation
E = The range of error, this study assumes the range of error to be 0.05

Source: Zikumund, W.G. (2003).

With the unknown number of guests visiting or staying in selected hotels in Bangkok, we assume the range of error to be $\pm 5\%$ ($E = 0.05$), a confidence level of 95% ($Z = 1.96$), and a standard deviation of 0.5 ($S = 0.5$). Therefore, the sampling number of respondents in samples is equal to 384.16 as shown below

$$n = \left(\frac{(1.96)(0.5)}{0.05} \right)^2$$

$$n = 384.16$$

4.2.3. Sampling Procedures

Prior to using the questionnaire to collect data, pre-testing of the form is needed. Saunders et al. (2003) stated, likewise, that in order to reduce the possibility of getting the wrong answer there should be an emphasis on reliability and validity.

Given the fact that the total sample size is 384.16 respondents, researchers decided to round it up and distributed about 416 respondents for this study. A set of 416 questionnaires were distributed to the target audiences by using convenience sampling, which is the non-probability sampling method. The sampling obtains data from tourists in convenient places

which reach all target respondents. Most of the participating respondents were intercepted in the Sukhumvit area, specifically, in front of hotels, restaurants, shopping centers, and any other tourist attraction. They will be asked to participate in a survey requiring five to ten minutes of their time. In addition, the sample were pulled from different ages of tourists, but restricted to adults aged over 20 due to their decision making abilities. Respondents need not reveal their names, but each will be given a specific number which identifies the respondent and corresponds throughout the questionnaire. Therefore, the sample process was continued until sample was reached.

4.3 Research Instruments

The study was conducted using questionnaires as a research instrument to examine the perception of hotel website users both online-browsers and online-purchasers.

The questionnaire has been developed from Law & Hsu (2006) and Baloglu and Pekcan (2006) based on variables of conceptual framework of the study. The hotel website dimensions included details like reservation information, facilities information, contact information, surrounding area information, and website management. Additionally, demographic variables were examined including gender, age group, nationality, level of education, and annual income which were all combined to create a set of questions.

The questionnaire was organized into three parts, which presented the following details of all respondents:

Part I – Customers’ Characteristics

The first part of the questionnaire contained screening questions aimed at ensuring whether or not the respondents are the target respondents of hotel website users. Then, hotel website user types will be determined.

Part II – Socio-demographic or Personal Information

In the second part, socio-demographic variables were examined including age, gender, nationality, level of education, and income.

Part III – Perceptions of hotel website users on importance of specific hotel websites dimensions and attributes.

In this part, the respondents were asked to express their perception towards the importance of hotel website attributes according to the 7-point likert scale, where very important = 7, important = 6, somewhat important = 5, neither important nor unimportant = 4, somewhat unimportant = 3, unimportant = 2, and very unimportant = 1. The very high down to the very low represented the degree of perception level on the important/ unimportant issues, for 27 questions.

4.4 Pre-Test Study

As Saunders et al. (2003) stated, reliability means, in this sense, the degree to which data collection from questionnaires will yield consistent findings, similar observations should be made or conclusions reached by other researchers and/ or there is transparency in how sense was made from the raw data. Validity relates to the extent to which research findings are really about what the researcher intended it to be about and to which the methods accurately measure what researcher intended to measure.

To further reduce the possibility of nonrandom errors, the researcher in the pre-testing stage, will use a small sample size of thirty random observations to test and review the questionnaire. Raw data obtained from pre-testing is coded and processed by The Statistical Package of Social Science (SPSS) programme, to ensure reliability and validity levels. Reliability assessment is carried out using Cronbach's (Coefficient) Alpha test. With reference to the test, in the reliable scale, the alpha coefficient value is expected to be more than or equal

to 0.6. The higher alpha coefficient value, the better (higher) reliability (Mitchell, 1996), states that the mistakes are corrected and adjusted both in sequencing, wording, and structuring. Therefore, the communication between the researcher and the respondents is not biased and follows the same pattern.

The thirty questionnaires were distributed to the possible internet users in the Sukhumvit area, during October 01-05, 2007. The results of the reliability analysis-scale or alpha of twenty-seven attributes, and all each dimensions Alpha-value are more than 0.6.as shown in Figure 4.2, which concluded that the questionnaires were reliable.

Table 4.2.1: Reliability Analysis-scale of Each Dimension

	Cronbach's Alpha	Cronbach' Alpha Based on Standardised Items	N. Of Items
Overall Dimension	.892	.906	27
Reservation Information	.703	.690	6
Facilities Information	.863	.861	5
Contact Information	.827	.831	5
Surrounding Area Information	.857	.873	5
Website Management	.776	.770	6

4.5 Data Collection

The study focused on the respondents who visited a hotel website(s) in the past 12 months by using a set of 416 questionnaires, which were distributed to individuals who are strictly adult aged over 20 years and both domestic and international tourists.

The four hundred sixteen questionnaires were distributed during October 25-31, 2007 at Sukhumvit area. Researcher tried to intercept individual target respondents while they are walking, specifically, in front of hotels, restaurants, shopping centers, and any other tourist attraction and asked target respondents to participate in a survey by requiring five to ten minutes. Not all target respondents were incorporate in doing so, but the questionnaire were continuous distributed until sample was reached.

4.6 Statistical Treatment of Data

Descriptive Statistics will be used to describe the basic attributes of the data in this study, which provide simple summaries about the sample and measures together with simple graphic analysis to form the basis of a quantitative analysis of the data. Both frequency and percentages are measured, which refer to the most frequent value, middle value or mid-point after the data is ranked, and the average value as mean.

On the other hand, inferential statistics investigate questions, models and hypotheses, measuring by Chi-Square Goodness of Fit Test, and Independent Sample t-test. The researcher will use inferential statistics to infer to the sample, make judgments of the probability of an observed difference between groups, etc. Thus, the researcher will link each of the inferential analyses to specific research questions or hypotheses that were raised in the introduction.

Chi-Square Goodness of Fit Test

A statistically test that determines significance in the analysis of frequency distributions. Therefore categories data on variables such as socio-demographic or dichotomous answer may be analysed statistically (Zikumund, 2003).

Figure 4.2: Chi-Square Goodness of Fit Test.

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

χ^2 = Chi-Square Statistic

\sum = Sum of

O_i = Observed frequencies in the i th cell

E_i = Expected frequencies in the i th cell

i = df = Degrees of freedom = $k-1$

Source: Zikumund, W.G. (2003).

Independent Sample t-Test.

The t-test assesses, whether the means of two groups are statistically different from each other. This analysis is appropriate to compare the means of two groups.

Figure 4.3: Independent Sample t-test.

$$t = \frac{(\bar{X}_1 - \bar{X}_2)}{s_{\bar{X}_1 - \bar{X}_2}}; \text{ where } s_{\bar{X}_1 - \bar{X}_2} = \sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}$$

t = Independent Sample t-Test

\bar{X}_1 = mean of first group sample

\bar{X}_2 = mean of second group sample

S_1 = sum of squares of first group sample

S_2 = sum of squares of second group sample

df = degree of freedom $[(n_1+n_2)-2]$

n_1 = number in first group sample

n_2 = number in second group sample

Source: Zikumund, W.G. (2003).

4.7 Statistics Used

Table 4.7.1: The Summary of Statistics Used.

Hypothesis	Statement	Statistical Test
Hypothesis 1	There is difference in the perception of online-purchasers and online-browsers in term of socio-demographics (gender, age group, nationality, education level, and annual personal income) characteristics.	Chi Square χ^2

Hypothesis	Statement	Statistical Test
Hypothesis 2	There is a difference in the perception of online-browsers and e- purchasers about the importance of ‘reservation information’ online.	Independent Sample t-test
Hypothesis 3	There is a difference in the perception of online-browsers and online-purchasers about the importance of ‘facilities information’ online.	Independent Sample t-test
Hypothesis 4	There is a difference in the perception of online-browsers and online-purchasers about the importance of ‘contact information’ online.	Independent Sample t-test
Hypothesis 5	There is a difference in the perception of online-browsers and online-purchasers about the importance of ‘surrounding area information’ online.	Independent Sample t-test
Hypothesis 6	There is a difference in the perception of online-browsers and online-purchasers about the importance of ‘website management’ online.	Independent Sample t-test

CHAPTER 5

DATA ANALYSIS

This chapter will present the data analysis carried out based on the survey of 400 respondents and the compilation of results by using descriptive and inferential analysis. These two statistical techniques are used in the analysis as they are best fit to provide optimal results that can meet the research objectives. The objective of descriptive statistics is to provide summary measures of data contained in all elements of the sample. In doing so, the measure of central tendency and measures of dispersion are usually of concern. While the inferential statistic enables researchers to perform the needed statistical test of hypothesis.

5.1. Descriptive Analysis

Researcher distributed about 416 questionnaires to the respondents by using convenience sampling. The respondents were asked to participate in a survey by requiring five to ten minutes of their time, but not all of them are always available or willing to participate. However, out of the overall 416 respondents, researcher founds that only 6 respondents were not target respondents. These were filtered according to the answer of question whether or not they had visited a hotel website(s) in the past twelve months. If the respondents replied negatively the research was immediately abandoned with that person. On the other hand, the remaining 400 questionnaires were used in this study. The respondents can be divided into two groups, namely online-browsers and/ or online-purchasers by question ii (see questionnaire part). Once the respondents answered that they had made a reservation on a hotel website(s) in the past twelve months, they were classified as an online-purchaser, which accounted for 301 respondents. In contrast, only 99 respondents were classified as online-browsers, those who did not make any reservation on hotel website(s) during the specified period as shown in Figure 5.1.

Figure 5.1: Classification of hotel website(s) users

Did you make any reservation on hotel website in the past 12 months	
YES = Online-purchasers	NO = Online-browsers
301	99

5.1.1. Socio-Demographic Characteristic of Respondents

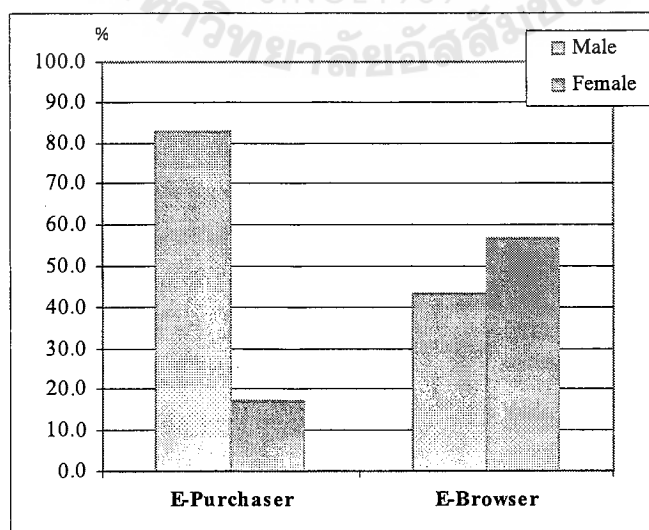
The respondents were examined concerning information related to gender, age group, education level, nationality, and annual personal income.

Gender

Table 5.1.1 shows that most online-purchasers are male, which consists of 249 out of 301 respondents which is 82.7%, while females accounted for only 17.3%. In contrast, most online-browsers are female 56.6% and 43.4% of online-browsers are male. This may suggest that men are more adventurous and have more confidence and trust in purchasing online. It may also suggest that there is a greater range of decision making for males than females in a household.

Table 5.1.1: Frequency of Gender

Gender	E-Purchaser (N=301)		E-Browser (N=99)	
	Frequency	Percent	Frequency	Percent
Male	249	82.7	43	43.4
Female	52	17.3	56	56.6
Total	301	100	99	100

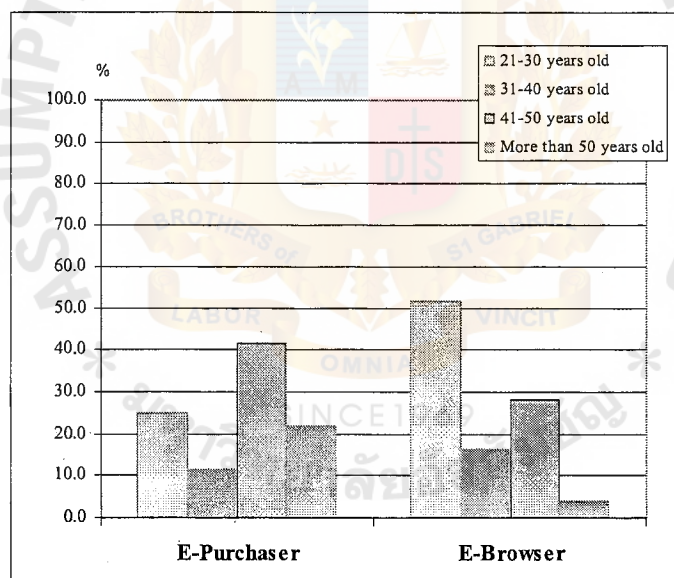


Age Group

The largest proportions of online-purchasers are senior people, aged between 41-50 years old, which accounted for 41.5%. This is a significantly different result when compared to teenagers aged 21-30 who recorded 24.9% and representing as a third of this figure. This data analysis contradicts the characteristics of online-browsers, who are mostly aged between 21-30 years old or teenagers which accounted for 51.5%, as shown in Table 5.1.2.

Table 5.1.2: Frequency of Age Group

Age Group	E-Purchaser (N=301)		E-Browser (N=99)	
	Frequency	Percent	Frequency	Percent
21-30 years old	75	24.9	51	51.5
31-40 years old	35	11.6	16	16.2
41-50 years old	125	41.5	28	28.3
More than 50 years old	66	21.9	4	4.0
Total	301	100	99	100



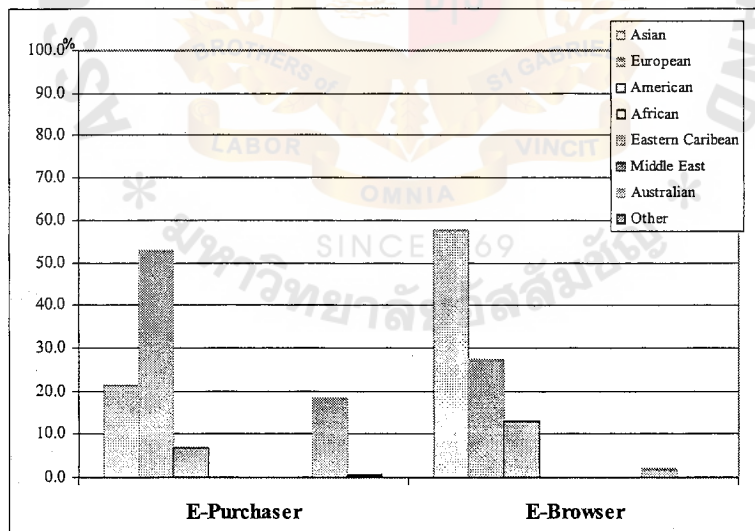
As a result shows that those older than 41 were more likely to make online purchases when compared to those in 21-40 age cohort. However, the 21-40 age cohorts were more likely to become regular online browsers. This may suggest that the younger people are less confidence in take risk in purchasing online. Therefore, this suggests that the older people could be a good target market for internet travel marketing in terms of increasing the ratio of online-browsers to online-purchasers.

Nationality

In total, most of the respondents are European, while the second nationality is Asian followed by Australian. When comparing hotel online-browsers and online-purchasers, it is immediately apparent that by far the most online-purchasers were European, followed by Asians, accounting for 159 (52.8%) and 64 (21.3%) respondents, respectively. However, the number of respondents who were online-browsers showed a considerably different result, with most of them significant being Asians, accounting for 57 (57.6%), not Europeans.

Table 5.1.3: Frequency of Nationality

Nationality	E-Purchaser (N=301)		E-Browser (N=99)	
	Frequency	Percent	Frequency	Percent
Asian	64	21.3	57	57.6
European	159	52.8	27	27.3
American	21	7.0	13	13.1
African	0	0	0	0
Eastern Caribbean	0	0	0	0
Middle East	0	0	0	0
Australian	55	18.3	2	2.0
Other	2	0.7	0	0
Total	301	100	99	100



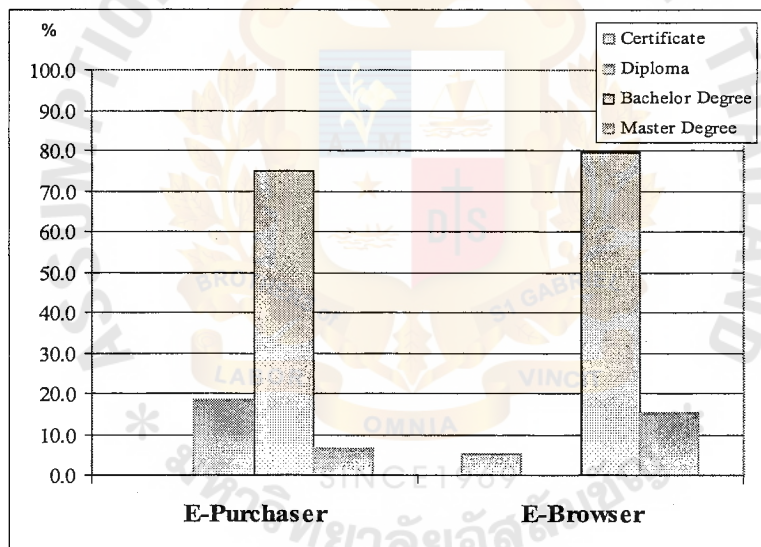
From the above table, this may suggest that European tourists could be a major target market for hotel website booking. On the other, Asian tourists could be a minor target market for hotel website booking in terms of they are frequent browsers, who would revert themselves to be online-purchasers anytime.

Education Level

Table 5.1.4 illustrates the education level of the respondents. From the below Table, it can be seen that 74.8% of online-purchasers had a Bachelors degree. The Diploma and Masters degree accounted for 18.6% and 6.6% of all online-purchasers, respectively. Similarly, 79.8 % of online-browsers had also a Bachelor degree.

Table 5.1.4: Frequency of Education Level

Education Level	E-Purchaser (N=301)		E-Browser (N=99)	
	Frequency	Percent	Frequency	Percent
Certificate	0	0	5	5.1
Diploma	56	18.6	0	0
Bachelor Degree	225	74.8	79	79.8
Master Degree	20	6.6	15	15.2
Total	301	100	99	100



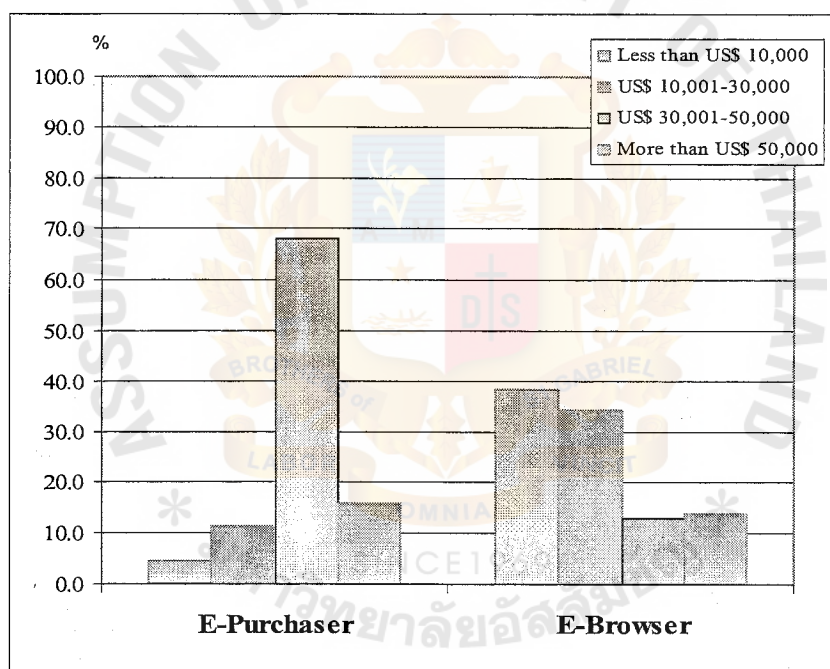
As a result shows that those well educated are more likely to become regular online purchases. This may suggest that the higher educated are more confidence and trust in purchasing online when compared with the lower educated. It may also suggest that there is a greater support of knowledge for people who are well educated.

Annual Personal Income

Form the Table 5.1.5, it can be seen that 84% of online-purchasers had an annual personal income over than US\$ 30,001. Contradictory, 73.2 % of online-browsers had an annual personal income less than US\$ 30,000.

Table 5.1.5: Frequency of Annual Personal Income

Age Group	E-Purchaser (N=301)		E-Browser (N=99)	
	Frequency	Percent	Frequency	Percent
Less than US\$ 10,000	14	4.7	38	38.4
US\$ 10,001-30,000	34	11.3	34	34.3
US\$ 30,001-50,000	205	68.1	13	13.1
More than US\$ 50,000	48	15.9	14	14.1
Total	301	100	99	100



From the Table 5.1.3 to Table 5.1.5, it may suggest that people who age higher than 41 years old are executive position, well educated, and more likely to become frequent business travelers with higher income level. Therefore, they may have a greater probability of being high spenders for tourism business. Thus, it is important for internet marketers to further educate this group to accept and understand benefit of the internet as a travel reservation tool and build loyalty among them.

Importance of Hotel Website(s) Dimensions

The statistical analysis of key dimensions on hotel website(s) in Table 5.1.6 shows that “Reservation Information” dimension is the dimension that tourists consider the most important on a website with a mean score of 5.980, with a standard deviation at 0.787.

Table 5.1.6: Descriptive Analysis of Five Dimensions

Hotel Website(s) Dimension	N=400	
	Mean	Std. Deviation
Reservation Information	5.980	0.787
Facilities Information(Photo/ Image)	5.786	0.769
Contact Information	5.203	0.876
Surrounding Area Information	5.334	0.682
Website Management	4.988	0.782

Note: Importance scale: 7 = very important, 6 = important, 5 = somewhat important, neither 4 = important nor unimportant, 3 = somewhat unimportant, 2 = unimportant, and 1 = very unimportant.

The Table 5.1.6 explains that reservation information dimension have the highest mean score than facilities information, contact information, surrounding area information and website management. However, surround area information is the lowest standard deviation of all dimensions.

Hotel Website Dimensions and Attributes

1. Reservation Information

To begin with, reservation information dimension are combined with six attributes which are room rate and availability, online/ instant reservation, security payment system, check-in and check-out time, reservation policy, and special request form attributes.

Room Rates and Availability

Table 5.1.7 shows that out of 400 respondents, 382 respondents (95.5%) significantly agreed, that room rate and availability was important attribute of hotel website. However, only 3.11% of total respondents were not really concerned about this attribute.

Table 5.1.7: Frequency of Importance Level on “Room Rates and Availability”

Level of Importance	N=400	
	Frequency	Percent
Very Important	262	65.5
Important	120	30.0
Somewhat Important	2	0.5
Neither important, nor unimportant	11	2.8
Somewhat unimportant	0	0.0
Unimportant	0	0.0
Very unimportant	5	1.3
Total	400	100

Online/ Instant Reservation

Table 5.1.8 represents that 85.3% of all hotel website(s) users felt significant that it is important to have online/ instant reservation attribute on the hotel website.

Table 5.1.8: Frequency of Importance Level on “Online/ Instant Reservation”

Level of Importance	N=400	
	Frequency	Percent
Very Important	110	27.5
Important	136	34.0
Somewhat Important	95	23.8
Neither important, nor unimportant	18	4.5
Somewhat unimportant	41	10.3
Unimportant	0	0
Very unimportant	0	0
Total	400	100

On the other hand 10.3 % of all respondents stated that this is somewhat unimportant attribute.

Security Payment System

Regarding Table 5.1.9, the security payment system, 82.1% of the respondents or the majority of users perceived that the security payment system is an important attribute of hotel website(s). However, some of respondents don't hold the same opinion which may be due to the fact that there are many channels of payment. In some cases where customers would like to make a reservation online, some hotel websites may offer deposit options through bank transfer

instead of credit card guarantees. The security payment system may not be required as a result in 17.9%.

Table 5.1.9: Frequency of Importance Level on “Security Payment System”

Level of Importance	N=400	
	Frequency	Percent
Very Important	210	52.5
Important	111	27.8
Somewhat Important	7	1.8
Neither important, nor unimportant	19	4.8
Somewhat unimportant	12	3.0
Unimportant	0	0
Very unimportant	41	10.3
Total	400	100

Check-in and Check-out Time

Table 5.1.10 explains that the time of check-in and check-out on the website is not really very important as represented 28.3% in the value of neither important, nor unimportant. However, 58.4% of the respondents are still seen it as an important attributes of the hotel website(s).

Table 5.1.10: Frequency of Importance Level on “Check-in and Check-out Time”

Level of Important	N=400	
	Frequency	Percent
Very Important	3	0.8
Important	87	21.8
Somewhat Important	143	35.8
Neither important, nor unimportant	113	28.3
Somewhat unimportant	13	3.3
Unimportant	41	10.3
Very unimportant	0	0
Total	400	100

Reservation Policy

In terms of the importance levels of reservation policy in Table 5.1.11, more than half of the respondents stated that it is important which accounts for 147, 128, and 22 for important, somewhat important, and very important respectively.

Table 5.1.11: Frequency of Importance Level on “Reservation Policy”

Level of Importance	N=400	
	Frequency	Percent
Very Important	22	5.5
Important	147	36.8
Somewhat Important	128	32.0
Neither important, nor unimportant	89	22.3
Somewhat unimportant	14	3.5
Unimportant	0	0
Very unimportant	0	0
Total	400	100

Special Request Form

Table 5.1.12, special request form attributes, shows that 11.5% said that special request form is not important, or which 88.5% confirms that most hotel guests have special needs and wants and may require filling in the special request form. Consequently, hotel websites should provide a special request form for their customers.

Table 5.1.12: Frequency of Importance Level on “Special Request Form”

Level of Importance	N=400	
	Frequency	Percent
Very Important	27	6.8
Important	128	32.0
Somewhat Important	174	43.5
Neither important, nor unimportant	25	6.3
Somewhat unimportant	46	11.5
Unimportant	0	0
Very unimportant	0	0
Total	400	100

2. Facilities Information (Image/ Photo) Dimension

Second dimension is facilities information in the form of image presentation. There are five sub dimensions or attributes under the facilities information, which include a hotel location map, guest room amenities, hotel facilities, activities provided, and hotel surroundings and landscape.

Hotel Location Maps

The respondents express that without hotel location maps; it is not possible to get to them. As a result, more than 95% of the total respondents significant agreed that hotel location maps are necessary on websites as shown in Table 5.1.13.

Table 5.1.13: Frequency of Importance Level on “Hotel Location Maps”

Level of Importance	N=400	
	Frequency	Percent
Very Important	91	22.8
Important	146	36.5
Somewhat Important	110	27.5
Neither important, nor unimportant	51	12.8
Somewhat unimportant	5	0.5
Unimportant	0	0
Very unimportant	0	0
Total	400	100

Guest Room (Room Amenities)

Table 5.1.14 presents that the level of importance placed on the guest room amenities attributes out of 400 respondents, 207 respondents (51.8%) significantly agreed that guest room amenities is important attribute of hotel website. However, only 9 respondents (1.3%) of total respondents were not really concerned about this attribute.

Table 5.1.14: Frequency of Importance Level on “Guest Room (Room Amenities)”

Level of Importance	N=400	
	Frequency	Percent
Very Important	154	38.5
Important	207	51.8
Somewhat Important	27	6.8
Neither important, nor unimportant	3	0.8
Somewhat unimportant	7	1.8
Unimportant	2	0.5
Very unimportant	0	0
Total	400	100

Facilities (restaurant, swimming pool, meeting facilities, health club, travel desk, bar, kids club)

Table 5.1.15 shows that 71.8% of total hotel website users were concerned about the facilities images that would appear on the website. Therefore, this finding confirms that the

facilities images presented on the hotel website may have a strong influence on the decision whether or not to make a hotel booking.

Table 5.1.15: Frequency of Importance Level on “Facilities” (restaurant, swimming pool, meeting facilities, health club, travel desk, bar, kids club)

Level of Importance	N=400	
	Frequency	Percent
Very Important	134	33.5
Important	153	38.3
Somewhat Important	81	20.3
Neither important, nor unimportant	30	7.5
Somewhat unimportant	0	0
Unimportant	2	0.5
Very unimportant	0	0
Total	400	100

Activities (shopping, riding, painting, cooking)

Table 5.1.16 shows that activities images provided on website is important, which accounted for 58.6% or 234 respondents. However, this may vary according to the purpose of visit

Table 5.1.16: Frequency of Importance Level on “Activities” (shopping, riding, painting, etc.)

Level of Importance	N=400	
	Frequency	Percent
Very Important	75	18.8
Important	159	39.8
Somewhat Important	134	33.5
Neither important, nor unimportant	29	7.3
Somewhat unimportant	3	0.8
Unimportant	0	0
Very unimportant	0	0
Total	400	100

Landscape & Hotel’s surroundings

There is a low level of the importance attached to the landscape & hotel’s surroundings image attributes as can be seen in Table 5.1.17, showing that the respondent’s perception varies with each level items. However, in order to summarise whether landscape & hotel’s surroundings image attributes is an important. The trended degree were more significant important than unimportant, which accounted for 55.8%, and 23.6% respectively.

Table 5.1.17: Frequency of Importance Level on “Landscape & Hotel’s surroundings”

Level of Importance	N=400	
	Frequency	Percent
Very Important	83	20.8
Important	90	22.5
Somewhat Important	133	33.3
Neither important, nor unimportant	81	20.3
Somewhat unimportant	11	2.8
Unimportant	2	0.5
Very unimportant	0	0
Total	400	100

3. Contact Information Dimension

The third dimension is contact information. There are five sub attributes, which include telephone / fax number, email address, mailing address, frequently asked questions, and a feedback form.

Telephone / Fax number

Table 5.1.18 shows that out of 400 respondents, 220 respondents (55.5%) significant strongly agree that telephone and fax numbers are very important. However, only 7.5% were not really that concerned about this attribute and 0.5% does not concerned at all.

Table 5.1.18: Frequency of Importance Level on “Telephone / Fax number”

Level of Importance	N=400	
	Frequency	Percent
Very Important	220	55.0
Important	79	19.8
Somewhat Important	69	17.3
Neither important, nor unimportant	30	7.5
Somewhat unimportant	0	0
Unimportant	2	0.5
Very unimportant	0	0
Total	400	100

Email Address

The level of importance of email address in Table 5.1.19 presents that 56.3% of hotel website(s) users expressed that it is important to have email address on the hotel website. On the other hand, only 2 respondents or 0.5% of total hotel website(s) users stated that it is somewhat unimportant.

Table 5.1.19: Frequency of Importance Level on “Email Address”

Level of Importance	N=400	
	Frequency	Percent
Very Important	153	38.3
Important	72	18.0
Somewhat Important	124	31.0
Neither important, nor unimportant	49	12.3
Somewhat unimportant	2	0.5
Unimportant	0	0
Very unimportant	0	0
Total	400	100

Mailing Address

Regarding mailing address, the data showed data in Table 5.1.20 explains that hotel websites users are undecided seeing as there is a similar percentage ranging from the almost every important level to very important and unimportant. However, in order to summarise whether mailing is an important. The trended degree were more significant important than unimportant, which accounted for 62.1%, and 37.5% respectively.

Table 5.1.20: Frequency of Importance Level on “Mailing Address”

Level of Importance	N=400	
	Frequency	Percent
Very Important	76	19.0
Important	25	6.3
Somewhat Important	147	36.8
Neither important, nor unimportant	98	24.5
Somewhat unimportant	8	2.0
Unimportant	46	11.5
Very unimportant	0	0
Total	400	100

Frequently Asked Questions

For the frequently asked questions dimension, nearly three quarters of the total respondents perceive that this dimension is not important as shown in the below Table. However, 55.8% of respondents remaining agreed that is important.

Table 5.1.21: Frequency of Important Level on “Frequently Asked Questions”

Level of Important	N=400	
	Frequency	Percent
Very Important	48	12.0
Important	81	20.3
Somewhat Important	94	23.5
Neither important, nor unimportant	168	42.0
Somewhat unimportant	8	2.0
Unimportant	0	0
Very unimportant	1	0.3
Total	400	100

Feedback Form

Last but not least, the Figure shows that in general, people perceived the feedback form as neither important, nor unimportant, which accounted for 51.5%. However, when comparing the important and unimportant categories it can be surmised that more people perceived the feedback form to be important than unimportant attribute of a hotel website, which recorded for 47.9%.

Table 5.1.22: Frequency of Importance Level on “Feedback Form”

Level of Importance	N=400	
	Frequency	Percent
Very Important	29	7.3
Important	41	10.3
Somewhat Important	121	30.3
Neither important, nor unimportant	206	51.5
Somewhat unimportant	3	0.8
Unimportant	0	0
Very unimportant	0	0
Total	400	100

4. Surrounding Area Information Dimension

Fourthly, the surrounding area information was analysed. This comprises of five attributes which are main attraction of the city, general information of the city, local transportation, airport information, and special events attributes.

Main Attraction of the City

Table 5.1.23 shows the level of importance with regards the main attractions of the city. The majority of the responses are in keeping with the other attributes showing similar results that it is somewhat important and important, or more than 92% in total.

Table 5.1.23: Frequency of Importance Level on “Main Attraction of the City”

Level of Importance	N=400	
	Frequency	Percent
Very Important	27	6.8
Important	114	28.5
Somewhat Important	254	63.5
Neither important, nor unimportant	5	1.3
Somewhat unimportant	0	0
Unimportant	0	0
Very unimportant	0	0
Total	400	100

General Information of the City

Then, Table 5.1.24 presents that 55.0% and 18.8% of hotel websites users consider that general city’s information is somewhat important and important. On the other hand nobody stated that it is not important or even very unimportant.

Table 5.1.24: Frequency of Importance Level on “General Information of the City”

Level of Importance	N=400	
	Frequency	Percent
Very Important	31	7.8
Important	75	18.8
Somewhat Important	222	55.5
Neither important, nor unimportant	69	17.3
Somewhat unimportant	3	0.8
Unimportant	0	0
Very unimportant	0	0
Total	400	100

Local Transportation

In addition, in Table 5.1.25, regarding the local transportation attributes, more than half of the respondents stated that it is important accounting for 151, 193, and 39 for important, somewhat important, and very important, respectively.

Table 5.1.25: Frequency of Important Level on “Local Transportation”

Level of Important	N=400	
	Frequency	Percent
Very Important	39	9.8
Important	193	48.3
Somewhat Important	151	37.8
Neither important, nor unimportant	14	3.5
Somewhat unimportant	3	0.8
Unimportant	0	0
Very unimportant	0	0
Total	400	100

Airport Information

In terms of airport information attributes, 57.6% of total respondent consider that is more important, and only 1.3% consider this as unimportant as show in the below Table.

Table 5.1.26: Frequency of Importance Level on “Airport Information”

Level of Importance	N=400	
	Frequency	Percent
Very Important	53	13.3
Important	177	44.3
Somewhat Important	80	20.0
Neither important, nor unimportant	85	21.3
Somewhat unimportant	5	1.3
Unimportant	0	0
Very unimportant	0	0
Total	400	100

Special Event

The last attributes of special event is in Table 5.1.27. Some respondents perceive special events information as an important thing, while others do not. This may be explained when looking at the purpose of travel for each tourist. Those who travel for vacation would probably give special events attributes on website a lot of importance whereas business travelers would not. Therefore the average frequency on the importance level of this information is in somewhat important accounting for 54.0% of the total.

Table 5.1.27: Frequency of Importance Level on “Special Event”

Level of Importance	N=400	
	Frequency	Percent
Very Important	50	12.5
Important	27	6.8
Somewhat Important	216	54.0
Neither important, nor unimportant	97	24.3
Somewhat unimportant	2	0.5
Unimportant	8	2.0
Very unimportant	0	0
Total	400	100

5. Website Management Dimension

Lastly, a group of six attributes make up the website management dimension, including up-to-date information, multi-language site, web-link to other related business, online guest book, newsletters subscribe, site map or navigation.

Up-to-date Information

Table 5.1.28 shows that out of 400 respondents, while 185 respondents (46.3%) and 123 respondents (30.8%) strongly agreed that up-to-date information is very important and important, only 0.8% agree that it is somewhat unimportant..

Table 5.1.28: Frequency of Importance Level on “Up-to-date Information”

Level of Importance	N=400	
	Frequency	Percent
Very Important	185	46.3
Important	123	30.8
Somewhat Important	41	10.3
Neither important, nor unimportant	48	12.0
Somewhat unimportant	3	0.8
Unimportant	0	0
Very unimportant	0	0
Total	400	100

Multi-Language Site

Many respondents stated that the multi-language option on hotel websites is important, which accounted for 70.8%. This confirms that the customers of this global industry expects to have an option of many languages on hotel websites, to support a prospective multi national customers in their hotel search without the obstacle of language as show in Table 5.1.29.

Table 5.1.29: Frequency of Importance Level on “Multi-Language Site”

Level of Importance	N=400	
	Frequency	Percent
Very Important	111	27.8
Important	172	43.0
Somewhat Important	73	18.3
Neither important, nor unimportant	41	10.3
Somewhat unimportant	3	0.8
Unimportant	0	0
Very unimportant	0	0
Total	400	100

Other Related Business

Table 5.1.30 shows the importance attached to the existence of web-links to other related sites on hotel websites. These results are totally different from the previous attributes and dimensions stated before because most of the respondents perceive that this is unimportant.

Table 5.1.30: Frequency of Importance Level on Web-link to “Other Related Business”

Level of Importance	N=400	
	Frequency	Percent
Very Important	34	8.5
Important	27	6.8
Somewhat Important	109	27.3
Neither important, nor unimportant	101	25.3
Somewhat unimportant	102	25.5
Unimportant	27	6.8
Very unimportant	0	0
Total	400	100

Online Guest Book

Table 5.1.31 explains that an online guest book on hotel websites is not really very important and presents that 52.5% of respondents perceive this as somewhat unimportant and neither important, nor unimportant.

Table 5.1.31: Frequency of Importance Level on “Online Guest Book”

Level of Importance	N=400	
	Frequency	Percent
Very Important	7	1.8
Important	106	26.5
Somewhat Important	77	19.3
Neither important, nor unimportant	100	25.0
Somewhat unimportant	110	27.5
Unimportant	0	0
Very unimportant	0	0
Total	400	100

Newsletters Subscribe

When questioned about the importance of newsletters subscriptions in Table 5.1.32, more than half of the respondents were neutral, accounting for 116, 116, and 117 for somewhat unimportant, Neither important, nor unimportant, and Somewhat important, respectively. On the other hand 42.1% of total perceived it as an important attribute.

Table 5.1.32: Frequency of Importance Level on “Newsletters Subscribe”

Level of Importance	N=400	
	Frequency	Percent
Very Important	5	1.3
Important	46	11.5
Somewhat Important	117	29.3
Neither important, nor unimportant	116	29
Somewhat unimportant	116	29
Unimportant	0	0
Very unimportant	0	0
Total	400	100

Site Map/ Navigator

Ending with the last attribute, Table 5.1.33, site map or navigation attribute, surprisingly, there are varied directions on the level of importance on these attributes as almost all important levels accounted for 36, 63, 178, 80, 16, and 27 for very important, important, somewhat important, neither important, nor unimportant, somewhat unimportant, and unimportant respectively. However, the Figure can summarise that majority of respondents perceived site map or navigator is an important attribute of hotel website(s), which accounted for 69.3%.

Table 5.1.33: Frequency of Importance Level on “Site Map/ Navigator”

Level of Importance	N=400	
	Frequency	Percent
Very Important	36	9.0
Important	63	15.8
Somewhat Important	178	44.5
Neither important, nor unimportant	80	20.0
Somewhat unimportant	16	4.0
Unimportant	27	6.8
Very unimportant	0	0
Total	400	100

5.2. Inferential Analysis (Hypothesis Testing)

The hypothesis was generated to check whether any difference in the perception of online-browsers and online-purchasers on hotel website attributes classified in terms of socio-demographics characteristics, and also to what extent there was any difference in the perception of online-browsers and e- purchasers about the importance of each hotel website dimensions. Seven hypotheses were generated in this research study. The first hypothesis used chi-squares goodness of fit test, while the other five hypotheses used the independent sample t-test in evaluation and analysis.

Hypothesis 1

H1₀: There is no difference in the perception of online-purchasers and online-browsers in terms of socio-demographics (gender, age group, nationality, education level, and annual personal income) characteristics.

H1_a: There is difference in the perception of online-purchasers and online-browsers in terms of socio-demographics (gender, age group, nationality, education level, and annual personal income) characteristics.

H1₀₁: There is no difference in the perception of online-purchasers and online-browsers in terms of gender characteristics.

H1_{a1}: There is difference in the perception of online-purchasers and online-browsers in terms of gender characteristics.

Table 5.2.1: Chi-Square Goodness of Fit Test about perception of online-purchasers and online-browsers on hotel dimension classified in terms of gender.

Variable Test	Chi-Square	df	Asymp. Sig
Gender	84.64	1	0.000*

As presented in Table 5.2.1 the null hypothesis (H1₀₁) is evaluated by using Chi-Square Goodness of Fit Test to test the difference in the perception of online-browsers

and online-purchasers on hotel dimension classified in terms of gender. It shows that there is difference in the perception of online-browsers and e- purchasers on hotel dimension classified in terms of gender as p values is less than 0.05.

H1₀₂: is no difference in the perception of online-purchasers and online-browsers in terms of age group characteristics.

H1_{a2}: There is a difference in the perception of online-browsers in terms of age group characteristics.

Table 5.2.2: Chi-Square Goodness of Fit Test about perception of online-purchasers and online-browsers on hotel dimension classified in terms of age group.

Variable Test	Chi-Square	df	Asymp. Sig
Age Group	67.86	3	0.000*

As presented in Table 5.2.2 the null hypothesis (H1₀₂) is evaluated by using Chi-Square Goodness of Fit Test to test the difference in the perception of online-browsers and online-purchasers on hotel dimension classified in terms of age group. It shows that there is difference in the perception of online-browsers and e- purchasers on hotel dimension classified in terms of age group as p values is less than 0.05.

H1₀₃: There is no difference in the perception of online-purchasers and online-browsers in terms of nationality characteristics.

H1_{a3}: There is difference in the perception of online-purchasers and online-browsers in terms of nationality characteristics.

Table 5.2.3: Chi-Square Goodness of Fit Test about perception of online-purchasers and online-browsers on hotel dimension classified in terms of nationality.

Variable Test	Chi-Square	df	Asymp. Sig
Nationality	270.575	4	0.000*

As presented in Table 5.2.3 the null hypothesis (H_{103}) is evaluated by using Chi-Square Goodness of Fit Test to test the difference in the perception of online-browsers and online-purchasers on hotel dimension classified in terms of nationality. It shows that there is difference in the perception of online-browsers and e- purchasers on hotel dimension classified in terms of nationality as p values is less than 0.05.

H1₀₄: There is no difference in the perception of online-purchasers and online-browsers in terms of education level characteristics.

H1_{a4}: There is difference in the perception of online-purchasers and online-browsers in terms of education level characteristics.

Table 5.2.4: Chi-Square Goodness of Fit Test about perception of online-purchasers and online-browsers on hotel dimension classified in terms of education level.

Variable Test	Chi-Square	df	Asymp. Sig
Education Level	568.02	3	0.000*

As presented in Table 5.2.4 the null hypothesis (H_{104}) is evaluated by using Chi-Square Goodness of Fit Test to test the difference in the perception of online-browsers and online-purchasers on hotel dimension classified in terms of education level. It shows that there is difference in the perception of online-browsers and e- purchasers on hotel dimension classified in terms of education level as p values is less than 0.05.

H1₀₅: There is no difference in the perception of online-purchasers and online-browsers in terms of annual personal income characteristics.

H1_{a5}: There is difference in the perception of online-purchasers and online-browsers in terms of annual personal income characteristics.

Table 5.2.5: Chi-Square Goodness of Fit Test about perception of online-purchasers and online-browsers on hotel dimension classified in terms of annual personal income.

Variable Test	Chi-Square	df	Asymp. Sig
Annual Personal Income	186.96	3	0.000*

As presented in Table 5.2.5 the null hypothesis ($H_{1.05}$) is evaluated by using Chi-Square Goodness of Fit Test to test the difference in the perception of online-browsers and online-purchasers on hotel dimension classified in terms of annual personal income. It shows that there is difference in the perception of online-browsers and e- purchasers on hotel dimension classified in terms of annual personal income as p values is less than 0.05.

In summary, it can be concluded that there are difference in the perception of online-purchasers and online-browsers in terms of socio-demographics characteristics and importance of specific hotel website (s) dimensions and attributes. Chi-square Goodness of Fit Test result indicates that significant values for all attributes classified by gender, age group, nationality, education level, and annual personal income at $p = .000$ which is lower than 0.05. Therefore, all sub five null hypotheses one are rejected.

Hypothesis 2

H_{2o}: There is no difference in the perception of online-browsers and online-purchasers about the importance of ‘reservation information’ online.

H_{2a}: There is a difference in the perception of online-browsers and online-purchasers about the importance of ‘reservation information’ online.

Table 5.2.6: Independent Sample t-Test on “Reservation Information” Dimensions and Attributes

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Room rates and availability	Equal variances assumed	51.737	.000	-2.570	398	.011	-.265	.103	-.467	-.062
	Equal variances not assumed			-1.718	107.166	.089	-.265	.154	-.570	.041
Online/ Instant reservation	Equal variances assumed	14.002	.000	.156	398	.876	.022	.142	-.256	.300
	Equal variances not assumed			.186	241.700	.852	.022	.118	-.211	.255
Security payment system	Equal variances assumed	15.758	.000	2.468	398	.014	.534	.217	.109	.960
	Equal variances not assumed			3.250	306.032	.001	.534	.164	.211	.858
Check in-out time	Equal variances assumed	15.047	.000	10.439	398	.000	1.273	.122	1.033	1.513
	Equal variances not assumed			13.032	267.597	.000	1.273	.098	1.081	1.465
Reservation policy	Equal variances assumed	9.398	.002	4.674	398	.000	.506	.108	.293	.719
	Equal variances not assumed			5.324	215.295	.000	.506	.095	.319	.693
Special request form	Equal variances assumed	9.197	.003	1.659	398	.098	.200	.121	-.037	.437
	Equal variances not assumed			1.517	145.789	.131	.200	.132	-.061	.461

As presented in Table 5.2.6 the null hypothesis (H_{2o}) is evaluated by using Independent Sample t-Test to test the difference in the perception of online-browsers and online-purchasers on the importance of ‘reservation information’ online.

Table 5.2.6 shows that there is difference in the perception of online-browsers and e-purchasers about the importance of ‘reservation information’ online as p values of all attributes of hotel website are less than 0.05, except online/ instant reservation and special request form.

Hypothesis 3

H3_o: There is no difference in the perception of online-browsers and online-purchasers about the importance of ‘facilities information’ online.

H3_a: There is a difference in the perception of online-browsers and online-purchasers about the importance of ‘facilities information’ online.

Table 5.2.7: Independent Sample t-Test on “Facilities Information” Dimensions and Attributes

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Guest room - amenities	Equal variances assumed	19.491	.000	1.451	398	.147	.137	.095	-.049	.323
	Equal variances not assumed			1.228	132.213	.222	.137	.112	-.084	.359
Facilities	Equal variances assumed	4.155	.042	4.841	398	.000	.513	.106	.305	.721
	Equal variances not assumed			4.608	154.523	.000	.513	.111	.293	.733
Activities	Equal variances assumed	6.939	.009	5.889	398	.000	.580	.098	.386	.773
	Equal variances not assumed			5.238	140.536	.000	.580	.111	.361	.798
Landscape and hotel's surrounding	Equal variances assumed	31.367	.000	6.050	398	.000	.760	.126	.513	1.007
	Equal variances not assumed			5.032	129.699	.000	.760	.151	.461	1.059
Hotel location map	Equal variances assumed	4.250	.040	5.180	398	.000	.570	.110	.353	.786
	Equal variances not assumed			4.834	150.050	.000	.570	.118	.337	.802

As presented in Table 5.2.7, the null hypothesis (H3_o) is evaluated by using Independent Sample t-Test to test the difference in the perception of online-browsers and e- purchasers on the importance of ‘facilities information’ online.

Table 5.2.7 shows that four facilities, activities, landscape and hotel’s surrounding, and hotel location map attributes are significantly different in the perception of online-browsers and e- purchasers as p valued = .000, while guest room – amenities shows no significant difference in the perception of online-browsers and e- purchasers as p_{guest room} is equal to .147 (> 0.05.)

Hypothesis 4

H4_o: There is no difference in the perception of online-browsers and online-purchasers about the importance of ‘contact information’ online.

H4_a: There is a difference in the perception of online-browsers and online-purchasers about the importance of ‘contact information’ online.

Table 5.2.8: Independent Sample t-Test on “Contact Information” Dimensions and Attributes

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
Telephone/ Fax number	Equal variances assumed	14.067	.000	5.404	398	.000	.624	.115	.397 .850
	Equal variances not assumed			5.811	190.867	.000	.624	.107	.412 .835
Email address	Equal variances assumed	.777	.379	2.731	398	.007	.343	.126	.096 .590
	Equal variances not assumed			2.589	153.636	.011	.343	.133	.081 .605
Mailing address	Equal variances assumed	.040	.842	5.529	398	.000	.907	.164	.584 1.229
	Equal variances not assumed			6.044	197.244	.000	.907	.150	.611 1.203
Frequently asked questions	Equal variances assumed	11.990	.001	-.657	398	.512	-.084	.128	-.337 .168
	Equal variances not assumed			-.573	137.216	.567	-.084	.147	-.375 .206
Feedback form	Equal variances assumed	11.321	.001	-1.254	398	.210	-.135	.107	-.346 .076
	Equal variances not assumed			-1.475	231.600	.141	-.135	.091	-.314 .045

As presented in Table 5.2.8, the null hypothesis (H4_o) is evaluated by using Independent Sample t-Test to test the difference in the perception of online-browsers and online-purchasers on the importance of ‘contact information’ online.

Table 5.2.8 shows that first three attributes, which are telephone/ fax number, email address, and mailing address, show significant difference in the perception of online-browsers and online-purchasers, as all p values are less than 0.05. In contrast, the last two attributes, which are frequently asked question and feedback form show no significant difference as both p values are greater than 0.05.

Hypothesis 5

H5₀: There is a difference in the perception of online-browsers and online-purchasers about the importance of ‘surrounding area information’ online.

H5_a: There is a difference in the perception of online-browsers and online-purchasers about the importance of ‘surrounding area information’ online.

Table 5.2.9: Independent Sample t-Test on Surrounding Area Information Dimensions and Attributes

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
Main attraction of the city	Equal variances assumed	28.505	.000	9.658	398	.000	.640	.066	.509 .770
	Equal variances not assumed			7.891	127.213	.000	.640	.081	.479 .800
General information of the city	Equal variances assumed	80.855	.000	5.647	398	.000	.519	.092	.338 .700
	Equal variances not assumed			4.498	123.897	.000	.519	.115	.291 .747
Local transportation	Equal variances assumed	26.054	.000	2.348	398	.019	.200	.085	.032 .367
	Equal variances not assumed			1.977	131.490	.050	.200	.101	.000 .400
Airport information	Equal variances assumed	13.842	.000	1.551	398	.122	.181	.117	-.048 .410
	Equal variances not assumed			1.420	146.170	.158	.181	.127	-.071 .432
Special event	Equal variances assumed	85.174	.000	7.009	398	.000	.772	.110	.555 .988
	Equal variances not assumed			5.729	127.269	.000	.772	.135	.505 1.039

As presented in Table 5.2.9, the null hypothesis (H5₀) is evaluated by using Independent Sample t-Test to test the difference in the perception of online-browsers and online-purchasers on the importance of ‘surrounding area information’ online.

Table 5.2.9 shows that the perceptions of online-browsers and online-purchasers on the local transportation and airport information attributes are different as both p values are less than 0.05. In contrast, main attraction of the cities, general information of the city, and special event show significant differences. Therefore, it can be concluded the perceptions of the level of importance attached to surrounding area information is considerably different among online-browsers and online-purchasers.

Hypothesis 6

H6_o: There is a difference in the perception of online-browsers and online-purchasers about the importance of ‘website management’ online.

H6_a: There is a difference in the perception of online-browsers and online-purchasers about the importance of ‘website management’ online.

Table 5.2.10: Independent Sample t-Test on Website Management Dimensions and Attributes

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Up-to-date information on the site	Equal variances assumed	5.950	.015	1.030	398	.304	.125	.122	-.114	.365
	Equal variances not assumed			.953	148.300	.342	.125	.132	-.135	.386
Multi-language site	Equal variances assumed	37.169	.000	.858	398	.391	.096	.111	-.123	.314
	Equal variances not assumed			.723	131.523	.471	.096	.132	-.166	.357
Web-link to other related business	Equal variances assumed	26.265	.000	6.010	398	.000	.886	.147	.596	1.176
	Equal variances not assumed			5.046	131.083	.000	.886	.176	.539	1.234
Online guest book	Equal variances assumed	2.063	.152	3.376	398	.001	.463	.137	.193	.733
	Equal variances not assumed			3.241	156.564	.001	.463	.143	.181	.745
Newsletters subscribe	Equal variances assumed	5.154	.024	6.197	398	.000	.715	.115	.488	.942
	Equal variances not assumed			5.771	149.610	.000	.715	.124	.470	.960
Site map/ navigator	Equal variances assumed	9.617	.002	5.913	398	.000	.797	.135	.532	1.062
	Equal variances not assumed			5.261	140.576	.000	.797	.151	.497	1.096

As presented in Table 5.2.10, the null hypothesis (H6_o) is evaluated by using an Independent Sample t-Test to test the difference in the perception of online-browsers and online-purchasers on the importance of ‘website management’ online.

Table 5.2.10 shows that up-to-date information, and multi-language site option attributes of website management dimensions are perceived in the same way by both online-browsers and online-purchasers as both $p_{\text{up-to-date}}$ and p_{multi} are higher than 0.05. In contrast, the rest of the attributes, which are web-link to other business, online quest book, newsletters subscribe, and site map/ navigator show significant difference as all p values are less than 0.05.

CHAPTER 6

SUMMARY, CONCLUSION, AND RECOMMENDATION

6.1. Summary of the Finding

6.1.1 Summary of Socio-demographics of the Respondents

The main characteristics of the 400 respondents are presented in Table 6.1.1 Out of all these respondents, 301 had made reservations on hotel website(s) in the past 12 months, and these were the online-purchasers. The remaining 99 respondents who hadn't made any reservations online in the past 12 months were online-browsers. Overall, the largest group of the respondents was 41-50 years old, were qualified with a Bachelor Degree and higher, had an annual personal income of US\$ 30,001-50,000, and most of them were European tourists.

As it can be refer in Table 6.1.1 that in this study female browser more than purchases and age group between 21-30 years old with Asian nationality are also more likely to browse than purchases.

Chi-square test results indicated that there were significant differences found between online-purchasers and online-browsers based on gender, which is in contrast with the previous study of Law & Hsu (2006). Similarly, significant differences were found based on gender, nationality, and annual personal income.

As previously stated, nationality is another important finding which was significantly different among respondents from different countries of residence. Specifically, a smaller proportion of travelers from Asia than from Europe were online-purchasers. This finding was in accordance with the study results by Law & Hsu (2006), which claimed that long-haul travelers (Europeans) purchased more than short-haul travelers online.

In contrast, in terms of education, there were significant differences found between online-purchasers and online-browsers. This, however, was contradictory to Law and Wong's (2003) study, which claimed that the propensity to use the Internet to search for travel

information was significantly affected by educational backgrounds. The difference between the two studies could be attributed to the overall highly educated sample in this study.

The propensity to purchase online increased with age and income, and browsers tended to be younger respondents with lower income. As travel products and services are generally considered luxury goods (Gee, Makens, & Choy, 1989), the older generations, who generally earn higher incomes compared to the younger generations, are more likely to reserve hotel rooms. On the other hand, the younger generations, who easily adopt new information technology such as online purchasing compared to the mid generation, who are aged between 31-40 years old, are therefore more likely to browse hotel information over the internet.

Table 6.1.1: Socio-demographics Profile of the Respondents

Variable	Overall (n=400)		Did you make reservation on any hotel website (s) in the past 12 months?				χ^2
			E-Purchaser (YES = 301)		E-Browser (NO = 99)		
	Frequency	Overall Percent	Frequency	Percent	Frequency	Percent	
Gender (n=400)							84.640*
Male	292	73.0	249	82.7	43	43.4	
Female	108	27.0	52	17.3	56	56.6	
Age Group (n=400)							67.860*
21-30 years old	126	31.5	75	24.9	51	51.5	
31-40 years old	51	12.8	35	11.6	16	16.2	
41-50 years old	153	38.3	125	41.5	28	28.3	
More than 50 years old	70	17.5	66	21.9	4	4.0	
Nationality (n=400)							270.575*
Asian	121	30.3	64	21.3	57	57.6	
European	186	46.5	159	52.8	27	27.3	
American	34	8.5	21	7.0	13	13.1	
Australian	57	14.3	0	0	0	0	
Other	2	0.5	0	0	0	0	
Education Level (n=400)							568.020*
Certificate	5	1.3	0	0	5	5.1	
Diploma	56	14.0	56	18.6	0	0	
Bachelor Degree	304	76.0	225	74.8	79	79.8	
Master Degree	35	8.8	20	6.6	15	15.2	
Annual Personal Income (n=400)							186.960*
Less than US\$ 10,000	52	13	14	4.7	38	38.4	
US\$ 10,001-30,000	68	17	34	11.3	34	34.3	
US\$ 30,001-50,000	218	54.5	205	68.1	13	13.1	
More than US\$ 50,000	62	15.5	48	15.9	14	14.1	

* $p < .05$

In summary, Table 6.1.1 shows the testing result and whether or not there is difference in the perception of online-purchasers and online-browsers in terms of socio-demographics characteristics. It indicates that a significant values for all attributes classified by gender, age group, nationality, education level, and annual personal income at $p = .000$ which is lower than 0.05. Therefore, all sub five null hypotheses are rejected. Hence, it can be summarised that there is difference in the perception of online-purchasers and online-browsers in terms of socio-demographics characteristics.

6.1.2 Importance of Specific Hotel Website Dimensions

Table 6.1.2 lists the five dimensions and their perceived importance by online-browsers and online-purchasers. These dimensions included reservations information, facilities information, contact information, surrounding area information, and website management. All dimensions received mean values of above, or close to, 5.0, indicating that respondents viewed these dimensions as important. Online-purchasers and online-browsers, however, viewed the importance of the dimensions differently.

Table 6.1.2: Importance of Specific Hotel Website Dimensions

Hotel Website(s) Dimension (no. of attributes)	<i>E-Purchasers</i> (Yes = 301)		<i>E-Browsers</i> (No = 99)	
	Mean	SD	Mean	SD
Reservation Information (6)	5.391	0.797	5.770	0.685
Facilities Information(Photo/ Image) (5)	5.666	0.651	6.127	0.953
Contact Information (5)	5.222	0.888	4.554	0.791
Surrounding Area Information (5)	5.218	0.542	5.680	0.912
Website Management (6)	4.850	0.620	5.363	1.054

Note: Importance scale: 7 = very important, 6 = important, 5 = somewhat important, neither 4 = important nor unimportant, 3 = somewhat unimportant, 2 = unimportant, and 1 = very unimportant.

6.1.3 Importance of Specific Hotel Website Attributes

1. Reservation Information

The dimension of reservations information was related to facilities and services that were available on the website for online reservations. The mean perceived importance scores of the six attributes in reservations information are presented in Table 6.1.3. Basically, all but one attribute received mean scores of above, or close to, 5 showing that the respondents perceived these attributes as important. Both online-purchasers and online-browsers viewed room rates as the most important attribute. Check in and check out time, the fourth attribute in this dimension, however, had average mean scores of less than 5.0.

Table 6.1.3: Summary of the Importance of Specific Reservation Information

<i>Dimensions and Specific Attributes</i>	<i>Have you made reservations on any hotel website(s) in the past 12 months?</i>				<i>t</i>	<i>p</i>
	<i>Yes (n=301)</i>		<i>No (n=99)</i>			
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
1. Reservation Information						
Room rates and availability	6.60	.561	6.33	1.498	2.570	.011*
Online/ instant reservation	5.63	1.309	5.66	.905	-.156	.876
Security payment system	5.68	2.052	6.21	1.136	-2.468	.014*
Check in and check out time	4.26	1.41	5.54	.719	-10.438	.000*
Reservation policy	5.06	.985	5.57	.758	-4.674	.000*
Special request form	5.11	.990	5.31	1.184	-1.659	.000*

Note: Importance scale: 7 = very important, 6 = important, 5 = somewhat important, neither 4 = important nor unimportant, 3 = somewhat unimportant, 2 = unimportant, and 1 = very unimportant.

* $p < 0.05$

This indicated that this attribute was considered neither important nor unimportant. Results of independent sample t-tests showed online-purchasers viewed five attributes significantly more important than online-browsers. These attributes was all attributes except online/ instant reservation.

2. Facilities Information

The dimension of facilities information was for general description of the hotel property and information of facilities and services that are available to customers. Respondents viewed the attributes in this dimension somewhat differently from other dimensions. Table

6.1.4 indicates that all of the five attributes had mean scores of above 5. However, there was significant difference between the views of online-browsers and online-purchasers on all attributes except guest room amenities images/ photos.

Table 6.1.4: Importance of Specific Facilities Information

<i>Dimensions and Specific Attributes</i>	<i>Have you made reservations on any hotel website(s) in the past 12 months?</i>				<i>t</i>	<i>p</i>
	<i>Yes (n=301)</i>		<i>No (n=99)</i>			
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
2. Facilities Information (Image/ Photo)						
Hotel location maps	5.54	.914	6.11	1.049	-5.180	.000*
Guest room (amenities)	6.20	.734	6.33	1.030	-1.451	.147
Facilities (restaurant, swimming pool, meeting facilities, , travel , etc.)	5.84	.891	6.35	.983	-4.841	.000*
Activities (shopping, riding, painting,	5.54	.793	6.12	1.003	-5.889	.000*
Landscape & Hotel's surrounding	5.18	.960	5.94	1.398	-6.050	.000*

Note: Importance scale: 7 = very important, 6 = important, 5 = somewhat important, neither 4 = important nor unimportant, 3 = somewhat unimportant, 2 = unimportant, and 1 = very unimportant.

* $p < 0.05$

3. Contact Information

The five attributes in the contact information dimension were for facilitating direct communications between a hotel and its customers (see Table 6.1.5). Both online-purchasers and online-browsers viewed the first three attributes as important (with mean scores over, or very close to, 5.0). First three attributes in this dimension, which are telephone number, email address and mailing address, however, showed significant difference in perception between online-purchasers and online-browsers.

Table 6.1.5: Importance of Specific Contact Information

<i>Dimensions and Specific Attributes</i>	<i>Have you made reservations on any hotel website(s) in the past 12 months?</i>				<i>t</i>	<i>p</i>
	<i>Yes (n=301)</i>		<i>No (n=99)</i>			
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
3. Contact Information						
Telephone / Fax number	6.05	1.028	6.68	.890	-5.404	.000*
Email address	5.73	1.055	6.07	1.172	-2.731	.007*
Mailing address	4.59	1.471	5.49	1.232	-5.529	.000*
Frequently asked questions	4.99	1.020	4.91	1.341	.657	.512
Feedback form	4.75	.987	4.62	.710	1.254	.210

Note: Importance scale: 7 = very important, 6 = important, 5 = somewhat important, neither 4 = important nor unimportant, 3 = somewhat unimportant, 2 = unimportant, and 1 = very unimportant.

* $p < 0.05$

4. Surrounding Area Information

The dimension of surrounding area information was for information related to the nearby environment. This dimension consisted of five attributes and Table 6.1.6 presents the perceptions of respondents on these attributes. In general, except special event as perceived by online-purchasers, respondents considered all attributes as important (with mean scores over or very close to, 5.0). The attributes of airport information had attained significant no differences in mean scores between online-purchasers and online-browsers. Such significant no differences could be due to the online-browsers' desire for all types of information of a destination.

Table 6.1.6 Importance of Specific Surrounding Area Information

<i>Dimensions and Specific Attributes</i>	<i>Have you made reservations on any hotel website(s) in the past 12 months?</i>				<i>t</i>	<i>p</i>
	<i>Yes (n=301)</i>		<i>No (n=99)</i>			
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
4. Surrounding Area Information						
Main attraction of the city	5.25	.498	5.89	.754	-9.658	.000*
General information of the city	5.03	.673	5.55	1.081	-5.647	.000*
Local transportation	5.58	.657	5.78	.932	-2.348	.019*
Airport information	5.43	.958	5.61	1.141	-1.551	.122
Special event	4.81	.828	5.59	1.254	-7.009	.000*

Note: Importance scale: 7 = very important, 6 = important, 5 = somewhat important, neither 4 = important nor unimportant, 3 = somewhat unimportant, 2 = unimportant, and 1 = very unimportant.

* $p < 0.05$

5. Website Management

The last dimension, website management, included six attributes that were related to whether a website could be maintained in an efficient and effective way for customers to access the relevant and up-to-date information. Both online-purchasers and online-browsers considered up-to-date information and multi-Language option as important with mean scores over 5.0. The attribute links to other related businesses, online guest book, newsletters subscription, and site map or navigator, however, was perceived as neither important nor unimportant as average means of 4.0. This could be attributed to the respondents' primary purpose of visiting hotel websites to search for hotel specific information and make hotel reservations.

Table 6.1.7: Summary of the Importance of Specific Website Management

	Have you made reservations on any hotel website(s) in the past 12 months?					
	Yes (n=301)		No (n=99)			
Dimensions and Specific Attributes	Mean	SD	Mean	SD	t	p
5. Website Management Attributes						
Up-to-date information on the site	6.07	1.008	6.19	1.175	-1.030	.304
Multi-Language Site	5.84	.860	5.94	1.219	-.858	.391
Web-link to other related business	4.05	1.136	4.94	1.621	-6.010	.000*
Online guest book	4.39	1.159	4.85	1.257	-3.376	.001*
Newsletters subscribe	4.09	.958	4.81	1.104	-6.197	.000*
Site Map/ Navigator	4.66	1.086	5.45	1.372	-5.913	.000*

Note: Importance scale: 7 = very important, 6 = important, 5 = somewhat important, neither 4 = important nor unimportant, 3 = somewhat unimportant, 2 = unimportant, and 1 = very unimportant.

* $p < 0.05$

In summary, it can be concluded that there are difference in the perception of online-purchasers and online-browsers in terms of socio-demographics characteristics and importance of specific hotel website (s) dimensions and attributes. Chi-square Goodness of Fit Test result indicates that significant values for all attributes classified by gender, age group, nationality, education level, and annual personal income at $p = .000$ which is lower than 0.05. Therefore, all sub five null hypotheses one are rejected. On the other hand, Independent Sample t-Test indicates that there are significant difference in the perception of online-browsers and online-purchasers about importance of specific dimensions and attributes such as reservation information, facilities information (photo/ image), contact information, surrounding area information, and website management, as all p value lower than 0.05 as shows a summary details in Table 6.1.8.

Table 6.1.8: Summary of Hypothesis Testing

Hypothesis	Statement	Statistical Test	Decision
Hypothesis 1	There is difference in the perception of online-purchasers and online-browsers in terms of socio-demographics (gender, age group, nationality, education level, and annual personal income) characteristics.	Chi Square χ^2	Reject H_0

Hypothesis	Statement	Statistical Test	Decision
Hypothesis 2	There is difference in the perception of online-browsers and online-purchasers about importance of 'reservation information' online.	Independent Sample t-test	Reject H_0
Hypothesis 3	There is difference in the perception of online-browsers and online-purchasers about importance of 'facilities information' online.	Independent Sample t-test	Reject H_0
Hypothesis 4	There is difference in the perception of online-browsers and online-purchasers about importance of 'contact information' online.	Independent Sample t-test	Reject H_0
Hypothesis 5	There is difference in the perception of online-browsers and online-purchasers about importance of 'surrounding area information' online.	Independent Sample t-test	Reject H_0
Hypothesis 6	There is difference in the perception of online-browsers and online-purchasers about importance of 'website management' online.	Independent Sample t-test	Reject H_0

6.2. Conclusion

This study can be used to examine the perspectives of hotel website users on the importance of specific hotel website dimensions. After the discussion and analysis in the previous section, it can be concluded that there were differences in the perception of online-purchasers and online-browsers when classified by gender, age group, nationality, education level, or annual personal income. In addition, there were also differences in the perception of online-purchasers and online-browsers about importance of each hotel website dimensions and attributes.

To compare with the previous studies, it can be summarised that the results of this study was not all agree with Law & Hsu (2006), as all findings had significant differences in all of dimensions and attributes between two groups of users when approach in Thailand.

However, hotel website users, which are online-purchasers and online-browsers, both might similarly have higher overall expectations of high-end hotels, including website dimensions, attributes, and quality. This may also be due to the higher level of risks involved in making reservations in hotels where room rates are higher; thus their need for information is greater when making purchase decisions on upscale hotel websites.

The good news is that prior studies have shown that upscale hotels are more willing to make technology related investments compared to their economy counterparts (Law and Chung, 2003; Siguaw, 2000).

6.3. Recommendations

6.3.1 Recommendation for web designers, web developers, and marketers of hotel industry based in Bangkok, Thailand direct to online-purchasers.

Based on the research findings, most of online-purchasers in the research study were men, age between 41 to 50 years old. This suggests that the middle age people or executive person could be prospect for hotel industry based in Bangkok, Thailand specific to internet travel related marketing. Moreover, from this study, in future, Asian tourists could be a major target market for hotel website booking. Additionally with those, well educated, are more likely to become regular online purchasers. This may suggest that the higher educated are more confident and trust in purchasing online when compared with the lower educated.

Hotel websites should be created and designed in order to appeal people who are at executive position, well educated, and more likely to become frequent business travelers with high income level. Moreover, to retain online-purchasers web designer should provide specific information to the needs of senior travelers as all five dimensions and attributes are importance issues for them.

Therefore, hotel website should include information suitable for senior travelers, such as activities that not much exciting but more environmental friendly like walking, historical sights, Thai cooking class, or participation in culture activities like harvest in some province. The accommodation suitable for this group of travelers should be like home stay, basic facilities and comfortable stay etc. In addition, health and personal safety are important issues, which may refer to facilities provided in the hotel. Therefore, by providing these information, the online users may have a greater probability of being purchasers for tourism business. Thus, it is important for internet marketers to further educate this group to accept and understand benefit of the internet as a travel reservation tool and build loyalty among them.

6.3.2 Recommendation for web designers, web developers, and marketers of hotel industry based in Bangkok, Thailand direct to online-browsers.

Based on the same findings, most of online-browsers were female, age between 21 to 30 years old. This may suggest that the younger people are less confident in purchasing online. However, Asian tourists could be minor target market for hotel website booking in being frequent browsers, who could turn to be online-purchasers anytime, if they have greater support of knowledge for people who are well educated.

In general, based on the research findings, both online-purchasers and online-browsers are generally looking for the basics. First and foremost, in order to support and remain the number of online-purchasers, hotel websites should mainly target on reservation information dimension, which aimed to support reservation transaction information easily accessible and clearly displayed. Information regarding room rates, availability, and policy should be built into the website. Basic contact and access information, such as telephone number is also necessary for online-purchaser, which can make them easily to contact direct to the hotel. Moreover, up-to-date information is a must for them.

On the other hand, to gain more hotel website users who are online-browsers, hotel website should be provided. For example, for a given rate, what type of room is available, room image, room amenities image, which can attracted online-browser to become online-purchasers. However, information should be presented clearly and be available in printer friendly format so that visitors, especially first timer visitors, can prepare a hard copy to bring along to feel psychologically secured. As hotels receive more international visitors, multilingual sites will become a necessity. Individual hotels can review their own guest databases to determine the most appropriate languages to be included on their web sites. Finally, websites need to be updated regularly to provide current information. A website with a “fresh look” is an essential part of the service that potential guests can use to develop a first impression of the hotel.

6.4. Future Study

Regarding to the limitation of this research study that given the findings are applicable and restricted to a particular timeframe as the research was conducted during October 2007. Future studies can, therefore, repeat this research in a longitudinal design to examine whether there are any changes in customer perceptions over time.

Another future research possibility is to further explore other dimensions and attributes that determine online-purchasers' inclination to purchase on hotel websites, which this research study may not indicated.

In addition, it is also worthwhile to compare and contrast the details of differences between consumer perceptions and industry practices instead of online-browsers and online-purchasers.

Further to the disregard on detail of the artistic (graphics animation), persuasion marketing and technological aspects (interactive features such as pop-up) of hotel websites that might create appealing elements to the advertising purposes in this study, it would be worthwhile to investigate the effect of artistic (graphics animation), persuasion marketing and technological aspects (interactive features such as pop-up) of hotel websites towards internet users. Moreover, it would be better if the research get involve the aspect of purpose of visit in therefore it would worthwhile to compare and contrast the details of differences between consumer visit purpose of both online-browsers and online-purchasers.

Finally, the studies on the probability of online-browser for being online-purchasers would be applied for further study.

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QUESTIONNAIRE

Questionnaire



This questionnaire is designed as a part of a research project entitled “Evaluating Hotel Websites features from Customers’ Perceptions in Bangkok, Thailand” for the degree of Master of Business Administration in Tourism Management, Graduate School of Business, Assumption University, Thailand. There is no right or wrong answer. All information will only be used for educational purpose and will be kept confidential. Thank you for your time and cooperation.

Part I: Customers’ Characteristics

Instruction: Please mark (✓) in the box (□) that describes you best.

i. Have you ever visited any hotel website (s) in the past 12 months?

☐ Yes

☐ No (Stop)

ii. Did you make reservation on any hotel website (s) in the past 12 months?

☐ Yes

☐ No (Go to Part II)

iii. From (ii), what kinds of hotel website (s) did you recently make reservation in the past 12 months?

☐ 5-Star hotel website

☐ 4-Star hotel website

☐ 3-Star hotel website

☐ 2-Star hotel website

☐ 1-Star hotel website

☐ Other, please specific.....

Part II: Socio-demographic or Personal Information

Instruction: Please mark (✓) in the box (□) that describes you best.

1. Gender

:

☐ Male

☐ Female

2. Age

:

☐ 21-30 years old

☐ 31-40 years old

☐ 41-50 years old

☐ More than 50 years old

3. Nationality

:

☐ Asians

☐ Europeans

☐ Americans

☐ Africans

☐ Eastern Caribbeans

☐ Middle East

☐ Australians

☐ Other, please specific.....

4. Education

:

☐ Certificate

☐ Diploma

☐ Bachelor Degree

☐ Master Degree

☐ Doctoral Degree

☐ Other, please specific.....

5. Annual Personal Income

:

☐ Less than US\$ 10,000

☐ US\$ 10,001-30,000

☐ US\$ 30,001-50,000

☐ More than US\$ 50,000

Continuous to next page...

Part III: Perceptions of hotel website users on importance of specific dimensions¹ and attributes² on hotel websites.

Instruction: Please mark a circle (O) around the number that describes your level of importance of specific dimensions on hotel websites. From 1 = Very Unimportant, 2 = Unimportant, 3 = Somewhat Unimportant, 4 = Neither Important, Nor Unimportant, 5 = Somewhat Important, 6 = Important, and 7 = Very Important

Hotel Website Dimensions & Attributes		Very Important	Important	Somewhat important	Neither important, nor unimportant	Somewhat unimportant	Unimportant	Very unimportant
<u>Reservation Information</u>								
6. Room rates and availability		7	6	5	4	3	2	1
7. Online/ instant reservation		7	6	5	4	3	2	1
8. Security payment system		7	6	5	4	3	2	1
9. Check in and check out time		7	6	5	4	3	2	1
10. Reservation policy		7	6	5	4	3	2	1
11. Special request form		7	6	5	4	3	2	1
<u>Facilities Information (Image/ Photo)</u>								
12. Hotel location maps		7	6	5	4	3	2	1
13. Guest room (amenities)		7	6	5	4	3	2	1
14. Facilities (restaurant, swimming pool, meeting facilities, health club, travel desk, bar, kids club)		7	6	5	4	3	2	1
15. Activities (shopping, riding, painting, cooking)		7	6	5	4	3	2	1
16. Landscape & Hotel's surrounding		7	6	5	4	3	2	1

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¹ **Website Dimensions** is the designing a webpage that be used as a cues to influence emotional responses to information and interactions such as reservation information, facilities information, contact information, etc.

² **Website Attributes** is subset of website dimensions such as location map, in-room amenities image, hotel activities image, telephone number, etc.

Hotel Website Dimensions & Attributes

	Very Important	Important	Somewhat important	Neither important, nor unimportant	Somewhat unimportant	Unimportant	Very unimportant
<u>Contact Information</u>							
17. Telephone / Fax number	7	6	5	4	3	2	1
18. Email address	7	6	5	4	3	2	1
19. Mailing address	7	6	5	4	3	2	1
20. Frequently asked questions	7	6	5	4	3	2	1
21. Feedback form	7	6	5	4	3	2	1
<u>Surrounding Area Information</u>							
22. Main attraction of the city	7	6	5	4	3	2	1
23. General information of the city	7	6	5	4	3	2	1
24. Local transportation	7	6	5	4	3	2	1
25. Airport information	7	6	5	4	3	2	1
26. Special event	7	6	5	4	3	2	1
<u>Website Management</u>							
27. Up-to-date information on the site	7	6	5	4	3	2	1
28. Multi-Language Site	7	6	5	4	3	2	1
29. Web-link to other related business	7	6	5	4	3	2	1
30. Online guest book	7	6	5	4	3	2	1
31. Newsletters subscribe	7	6	5	4	3	2	1
32. Site Map/ Navigator	7	6	5	4	3	2	1

“Thank You for Your Cooperation.”