A Study of Evaluating The World's Top 100 Hotel Website Contents

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ABSTRACT

The travel industry as an industry without pollution is the most promising one in the twenty-first century. Furthermore, it is widely considered as an industry mostly influenced by the revolution of the Internet. This study analyzed the websites of the world's top 100 large hotels of Year 2010 published in the "Travel + Leisure" Magazine, classified them as four continents (Europe, America, Asia, Africa), and based the analysis on a theory-based hotel website evaluation model. This study used more rigorous statistical inference methods and perceptual maps to help present the research results. The results are as follows. (1) The functions among European hotel websites, American hotel websites and Asian hotel websites are relatively even. Asian hotel websites have the most comprehensive functions. In contrast, African hotel websites have the least. (2) According to the functions' integrity, the best is Asia hotel websites, followed by Europe hotel websites, and then America hotel websites, and then Africa hotel websites, which is the last. (3) According to the degree of development, the best is Asia hotel websites and Europe hotel websites, followed by America hotel websites, and then Africa hotel websites. (4) According to correspondence analysis, European hotel websites focused on online services and multi-language support and other functions. American Hotel websites stressed the whole website building status. Asia Hotel websites focused on interactive services and simultaneous privacy policy functions. African hotel websites focused on travel tips and weather functions.

Keywords: Hotels　Website Evaluation　Content Analysis　Perceptual Map

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