

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

蔣妙岑、包冬意

E-mail: 321771@mail.dyu.edu.tw

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

Table of Contents

內容目錄 中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 內容目錄	
vi 表目錄		viii 圖目錄	
x 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究目的	4	第二章 文獻探討	4
6 第一節 電子商務對旅館業的衝擊	6	第二節 旅館網站介面設計	6
11 第三節 網站評估模型	13	第三章 研究方法	13
27 第一節 研究流程	27	第二節 確定分析樣本	27
29 第三節 網站評估構面及功能項目	29	第四節 內容分析及編碼	29
37 第五節 信度檢驗	38	第四章 結果與討論	38
41 第一節 旅館網站功能建置情形	41	第二節 旅館網站功能廣泛程度	41
57 第三節 旅館網站構面差異之比較	59	第四節 旅館網站功能發展階段	57
61 第五節 旅館網站功能對應分析	63	第六節 討論	61
66 第五章 結論與建議	70	第一節 結論	66
70 第二節 建議	70	第三節 研究限制	71
72 參考文獻	72	附錄A 網站分析名單	73
81 附錄B 旅館網站評估表	81	表目錄 表 2-1eMICA 功能分類表	85
14 表 2-2網站採納模式定義	14	表 2-3土耳其網站功能分類表	15
16 表 2-4Gartner網站評估工具	16	表 2-5目的 價值架構定義	18
20 表 2-6目的 價值架構功能分類表	20	表 2-7Wan(2002)網站評估架構	21
23 表 2-9張佳樺(2006)旅遊網站評估功能項目	26	表 2-8旅遊網站59項功能	23
30 表 3-1旅館網站構面項目參考文獻	30	表 3-2旅館網站構面定義	31
32 表 3-3旅館網站功能定義	32	表 3-4本研究之旅館網站評估模型	36
37 表 3-5屬於多重構面之功能項目	37	表 3-6全球四洲旅館網站內容分析之信度檢驗	40
40 表 4-1全球旅館網站之互動構面建置差異	45	表 4-2全球旅館網站之瀏覽構面建置差異	47
47 表 4-3全球旅館網站之功能構面建置差異	48	表 4-4全球旅館網站之行銷構面建置差異	50
52 表 4-5全球旅館網站之服務構面建置差異	52	表 4-6	52

全球旅館網站之創新構面建置差異	54	表 4-7全球旅館網站之e化構面建置差異	56	表 4-8功能廣 泛程度之變異數分析表	58	表 4-9功能廣泛程度之多重比較分析表	59	表 4-10全球旅館網 站構面之變異數分析表	59	表 4-11全球旅館網站構面之多重比較分析表	60	表 4-12本研究之eMICA 模型	61	表 4-13經卡方百分比同質性考驗後有顯著差異之網站功能	64	表 4-14旅館網站功能特點歸納表	66																																
圖目錄 圖 1-1網際網路的擴散速度與影響 力	1	圖 1-2全球上網人口統計示意圖	2	圖 1-3全球旅遊業需求、旅遊總產值及 旅遊業就業機會	3	圖 2-12006 - 2011年北美線上購物市場規模與占零售業比例	7	圖 2-2美國消費者於網路上所關注的產品和服務	8	圖 2-32005 - 2010年歐洲網路購物市場規模	8	圖 2-42006、2010年歐洲網路購物市場產品結構	9	圖 2-52008Q1 - 2009Q2中國線上旅行預定市場規模	10	圖 2-62009年台灣B2C網路購物市場產品區隔	11	圖 2-7旅館網站績效之概念架構	17	圖 2-8澳洲酒廠網站設計架構	18	圖 2-9吳金龍提出之新一代旅館網站架構圖	22	圖 3-1研究流程圖	28	圖 4-1全球旅館網站整體構面建置情形	41	圖 4-2全球旅館網站之互動構面建置情形	43	圖 4-3全球旅館網站之瀏覽構面建置情形	46	圖 4-4全球旅館網站之功能構面建置情形	47	圖 4-5全球旅館網站之行銷構面建置情形	49	圖 4-6全球旅館網站之服務構面建置情形	51	圖 4-7全球旅館網站之創新構面建置情形	53	圖 4-8全球旅館網站之e化構面建置情形	54	圖 4-9全球旅館網站之功能廣泛程度	58	圖 4-10全球旅館網站之發展階段	62	圖 4-11旅館網站對應分析圖 - 1	64	圖 4-12旅館網站對應分析圖 - 2	65

REFERENCES

- 一、中文部份 王石番(1992), 傳播內容分析法 理論與實證, 台北:幼獅文化事業公司。 艾瑞產業研究數據中心(2008), 互聯網上旅遊、休閒、娛樂服務最受美國消費者關注[線上資料], 來源:
http://www.iresearch.com.cn/html/Consulting/Online_Travel/DetailNews_id_83731.html [2009, December 20]。 艾瑞產業研究數據中心(2009), 2008 - 2009年中國網上旅行預訂行業發展報告簡版[線上資料], 來源:
http://www.weamax.com/d_r_p/baogao/20090924/67029.html [2009, December 20]。 吳金龍(2009), 旅館網站設計之探討 以國內外五星級旅館為例, 世新大學資訊傳播學碩士班未出版之碩士論文。 周文卿, 周樹林, 陳樺誼(2006), 網路消費行為與商業模式研究, 台北:財團法人資訊工業策進會資訊市場情報中心(MIC)。 張佳樺(2006), 旅遊網站評估 台灣與全球之比較, 國立嘉義大學管理研究所未出版之碩士論文。 湯宗泰, 劉文良(2008), 電子商務Web 2.0思維, 台北:學貫行銷股份有限公司。 旅訊(2008), HotelClub公布環球消費者調查結果[線上資料], 來源: http://www.travelweekly-china.com/article.asp?articleid=2_032 [2009, August 26]。 國際商情雙周刊(2010), 網購市場財源廣進通四海, 286, 66-70 [2010, June 12]。 資策會FIND (Focus On Internet News & Data) 研究群(2008), 2008年6月全球上網人口達14.6億人[線上資料], 來源: <http://www.find.org.tw/find/home.aspx?page=news&id=5340> [2009, July 22]。 資策會產業情報研究所(2009), 2009年台灣線上購物市場現況 再創高峰 台灣網購市場規模預估3116億[線上資料], 來源:
http://mic.iii.org.tw/intelligence/pressroom/pop_pressfull.asp?sno=173&type1=2 [2009, December 20]。 二、英文部份 Alastair M. Morrison, S. T., Alison J. Morrison, & Allison D. Morrison (1999). Marketing Small Hotels on the World Wide Web. *Journal of Information Technology & Tourism*, 2(2), 97-113. Baloglu, S., & Pekcan, Y. A. (2006). The website design and Internet site marketing practices of upscale and luxury hotels in Turkey. *Tourism Management*, 27(1), 171-176. Benckendorff, P. J., & Black, N. L. (2000). Destination marketing on the Internet. A case study of Australian Regional Tourism Authorities. *The Journal of Tourism Studies*, 11(1), 11-21. Berelson, B. (1952). *Content Analysis in Communication Research*. Glencoe, IL: The Free Press. Burgess, L., & Cooper, J. (2000). Extending the viability of MICA as a metric for explaining the process of business adoption of internet commerce. *Proceedings of the International Conference on Telecommunications and Electronic Commerce*, Dallas. Carstens, D. S., & Patterson, P. (2005). Usability Study of Travel Websites. *Journal of Usability Studies*, 1(1), 47-61. Cheung, W. M., & Huang, W. (2002). An investigation of commercial usage of the World Wide Web: a picture from Singapore. *International Journal of Information Management*, 22(5), 377-388. Chung, T., & Law, R. (2003). Developing a performance indicator for hotel websites. *International Journal of Hospitality Management*, 22(1), 119-125. Cronin, B., Overfelt, K., Fouchereaux, K., Manzvanvike, T., Cha, M., & Sona, E. (1994). The internet and competitive intelligence: A survey of current practice. *International Journal of Information Management*, 14(3), 204-222. Davidson, R. (2002). Development of an Industry Specific Web Site Evaluation Framework for The Australian Wine Industry. School of Commerce Research Paper Series. Davidson, R. (2008). Changes in Australian Winery Websites Over a Five Year Period. 21st Bled eConference eCollaboration. Doolin, B., Burgess, L., & Cooper, J. (2002). Evaluating the use of the Web for tourism marketing: a case study from New Zealand. *Tourism Management*, 23(5), 557-561. Esrock, S. L., & Leichy, G. B. (2000). Organization of corporate web pages: Publics and functions. *Public Relations Review*, 26(3), 327-344. Forrester Research. (2009). Forrester Forecast: Global Online Population To Hit 2.2 Billion By 2013 [Online]. Available: <http://www.forrester.com/ER/Press/Release/0,1769,1296,00.html> [2010, June 08]. Gartner (2000). Gartner Web Site Evaluation Application[Online]. Available: http://www.gartner.com/1_researchanalysis/focus/ws/abouttool.html [2009, September 28]. Ho, J. (1997). Evaluating the World Wide Web: A global study of commercial sites. *Journal of Computer Mediated Communication*, 3(1).

[Online] Available: <http://jcmc.indiana.edu/vol3/issue1/ho.html> [2009, June 22]. Hoffman, D. L., & George, R. F. (1986). Correspondence Analysis: Graphical Representation of Categorical Data in Marketing Research. *Journal of Marketing Research*, 23(3), 213-227. Kassarijan, H. H. (1977). Content Analysis in Consumer Research. *The Journal of Consumer Research*, 4(1), 8-18. Law, R., & Cheung, C. (2006). A study of the perceived importance of the overall website quality of different classes of hotels. *International Journal of Hospitality Management*, 25(3), 525-531. Liao, C., To, P., & Shin, M. L. (2006). Website Practices: A comparison between the top 1000 companies in the U.S and Taiwan. *International Journal of Information Management*, 26(3), 196-211. Liu, C., & Arnett, K. P. (2000). Exploring the factors associated with Web site success in the context of electronic commerce. *Information & Management*, 38(1), 23-33. Murphy, J., Forrest, E. J., Wotring, C. E., & Brymer, R. A. (1996). Hotel Management and Marketing on the Internet: An Analysis of Sites and Features. *Cornell Hotel and Restaurant Administration Quarterly*, 37(3), 70-82. Pan, S., Chon, K., & Song, H. (2008). Visualizing tourism trends: a combination of ATLAS.ti and BiPlot. *Journal of Travel Research*, 46(3), 339-348. Rachman, Z. M. & Buchanan, J. T. (1999a). Effective tourism web sites, part 1: Literature review and features survey. Department of Management Systems, University of Waikato, Hamilton, New Zealand [Online], Available: <http://www.mngt.waikato.ac.nz/depts/mnss/john/1999-12TourismWeb.pdf> [2009, June 16]. Rachman, Z. M., & Buchanan, J. (1999b). Effective tourism web sites, part 2: expectation versus delivery of tourism web sites. University of Waikato Hamilton. Schmidt, S., Cantalops, A. S., & Dos Santos, C. P. (2008). The characteristics of hotel websites and their implications for website effectiveness. *International Journal of Hospitality Management*, 27(4), 504-516. Sim, J., & Wright, C. C. (2005). The Kappa Statistic in Reliability Studies: Use, Interpretation, and Sample Size Requirements. *PHYS THER*, 85(3), 257-268. Teo, T. S. H., & Pian, Y. (2004). A model for Web adoption. *Information & Management*, 41(4), 457-468. Travelandleisure.com, The world ' s 500 best hotels [Online]. Available: <http://www.travelandleisure.com/tl500/2010> [2009, December 29]. Tso, A., & Law, R. (2005). Analysing the online pricing practices of hotels in Hong Kong. *International Journal of Hospitality Management*, 24(2), 301-307. Walizer, M. H., & Wienir, P. L. (1978). *Research Methods and Analysis*. New York: Harper and Row. Wan, C.-S. (2002). The web sites of international tourist hotels and tour wholesalers in Taiwan. *Tourism Management*, 23, 155-160. Wong, J., & Law, R. (2005). Analysing the intention to purchase on hotel websites: a study of travellers to Hong Kong. *International Journal of Hospitality Management*, 24(3), 311-329. World Travel and Tourism Council, WTCC. (2009). The 2009 travel & tourism economic research [Online]. Available: http://www.wttc.org/bin/pdf/original_pdf_file/exec_summary_2009.pdf [2009, July 27]. Wright, J. S. a. C. C. (2005). The Kappa Statistic in Reliability Studies: Use, Interpretation, and Sample Size Requirement. *Physical Therapy*, 85, 257-268. Yeung, T. A., & Law, R. (2006). Evaluation of Usability: A Study of Hotel Web Sites in Hong Kong. *Journal of Hospitality & Tourism Research*, 30(4), 452-473. Young A. Park , U. G. (2007). Success Factors for Destination Marketing Web Sites: A Qualitative Meta-Analysis. *Journal of Travel Research*, 46(1), 46-63. Zafiroopoulos, C., & Vrana, V. (2006). A Framework for the Evaluation of Hotel Websites: The Case of Greece. *Information Technology & Tourism*, 3(8), 239-254. Zafiroopoulos, C., Vrana, V., & Paschaloudis, D. (2005). An Evaluation of the Performance of Hotel Web Sites Using the Managers' Views about Online Information Services, European Conference on Information Systems. Proceedings of the 13th European Conference on Information Systems.