

Website Evaluation Analysis of Small and Medium Sized Hotels (SMHs) in Malaysia

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Abstract

This study evaluates the websites of small-and-medium-sized hotels (SMHs) in Malaysia. This research develops a set of evaluation criteria for evaluating SMHs and to identify current stages of e-commerce adoption among SMHs in Malaysia. Each of the criteria is being evaluated by rating points with the appropriate evaluation scheme. The study identified 36 websites of the SMHs that provide an online reservation facility. In terms of usability of the website, 48.7 % of the websites are easy to access, but no site map nor search engine was provided in the website. From the analysis of SMHs websites, 94.6% of the websites did not offer a customer loyalty program, such as a frequent stay program to reward loyal behavior of customers. Privacy and security are rated as the lowest criteria of website evaluation for SMHs. Only eight of the SMHs websites had a privacy and security policy on their website. This study concludes that the current stages of e-commerce adoption among SMHs in Malaysia is in stage 2, which is a simple interactive website, based on website evaluation criteria and the proposed stage model of e-commerce adoption for SMHs in Malaysia. This research has implications for hotel practitioners specifically to SMHs in the context of website development as they move to a different stage of e-commerce adoption.

Keywords: Website evaluation, small-and-medium-sized hotels, stages of e-commerce adoption, Malaysia

Introduction

The hotel website is a virtual lobby as it creates the first impression to the customer about the hotel. From the online visit, the customer will create their own opinion on the hotel based on what he or she has seen through the hotel website. The website could be the determinant for the customers to book the room or find other hotels (Musante, Bojanic, & Zhang, 2009). The research aims to evaluate the level of e-commerce adoption among SMHs in Malaysia. The impact of internet technology in the hotel industry forces hotel managers to establish websites for their own properties. The website is a strong marketing tool as well as an attractive information source for the hotels products and services. The websites also are the platform of communication between hotels and customers such as when customers have online inquiries with the hotel representative (Ham, 2005).

Many of the studies on hotel website evaluation that have been done by previous researchers have been concentrated on chain hotels, luxury hotels and large hotels. (Díaz & Koutra, 2013; Ham, 2005; Hashim, Murphy, Purchase, & O'Connor, 2010; Law & Cheung, 2006; Law, Qi, & Buhalis, 2010; Panagopoulos, Kanellopoulos, Karachanidis, & Konstantinidis, 2011; Salavati & Hashim, 2014; Schmidt, Cantallops, & dos Santos, 2008; Ting, Wang, Bau, & Chiang, 2013; Zafiropoulos & Vrana, 2006). However, there is a lack of

research on hotel website evaluation focused on SMHs, especially in developing countries such as Malaysia.

According to Brown & Kaewkitipong (2008) the differences between large luxury or chain hotels and SMHs are evident in the sophistication of their applications, but the differences are not as exaggerated (Brown & Kaewkitipong, 2009). The evaluation of the hotel website of a luxury or chain hotel is not fully applicable to the SMHs since there is a different level of sophistication of the application (e.g. Website).

A study done by Hashim et al. (2010) found that large, high rated and affiliated hotels had a higher email and website presence and adopted technologies significantly earlier than the small, low rated and non-affiliated hotels. The study also found hotel size has an insignificant relationship with Malaysian hotel's Internet adoption.

Thus, this study is to examine the stages of e-commerce adoption among SMHs in Malaysia. In determining the stages, the study developed a website evaluation criteria to analyze the SMHs websites in Malaysia and develop a stage model for e-commerce adoption among SMHs in Malaysia.

Literature Review

A review of Website Evaluation of Small-and-Medium-Sized Hotels Website

Park & Gretzel (2007) had developed 12 unified factors of website evaluation: ease of use, information quality, responsiveness, visual appearance, security/privacy, interactivity, trust, fulfilment, personalization, advertising/persuasion, playfulness and technology integration. To increase the applicability of evaluation criteria for SMHs websites, the researchers have adopted some of these unified factors, including ease of use (usability), responsiveness (contact information, online request form), security/policy (terms and condition, privacy policy), information quality (currency), fulfilment (online reservation) and advertising (hotel features/offers and promotion). The IS-approach studies adopted technical factors such as ease of use, security/privacy and information quality as part of the evaluation criteria of SMHs in Malaysia. Every IS study included ease of use factors: the most frequently used criteria were navigation, user friendliness, loading speed, web linkage, searching mechanism, ease of access etc.

The recent study of website evaluation by Ting et al. (2013) had adopted e-MICA stages of promotion, provision and processing and grouped into seven dimensions (interactivity, navigation, functionality, marketing, service, innovativeness and online processing). The evaluation focused on independent hotels in four continents. It can say here, the evaluation is to compare the website of four continents. The findings are arguable since the sampling of the hotels has not been clearly identified. Independent hotels could have a different level of e-commerce adoption and the comparison and generalization is too subjective.

Panagopoulos et al., (2011) have developed an evaluation framework for Chain Hotel websites in Greece that combines many dimensions, i.e. information attributes, website design attributes, reservation engine facilities, payment, provided service attributes, provided information attributes, quality of content, language support, website operating attributes, website structure, navigation and search facilities. The proposed evaluation method is based on the website evaluation by users/guests, hotel managers, and IT professionals, while it uses principal components analysis (PCA) to estimate the performance score from the three categories as well as the overall score of a website. The evaluation model of Chain Hotels in Greece is generic, open and standardized as it can be applied for the evaluation of websites of various hotel categories (e.g resort hotels, city hotels, boutique hotels, art hotels and luxury hotel (Panagopoulos et al., 2011). This website evaluation cannot be applied to SMHs website since the dimension of evaluation are too sophisticated but the evaluation methods by guest, hotel managers and IT professional are

applicable to this study for SMHs to increase the validity of the evaluation.

Ham (2005) study on context analysis, evaluation approach for the limited-service lodging properties. Seven evaluation criteria have been highlighted in this study, including impression, content, usefulness, accuracy, navigation, accessibility, online reservation, and timeliness of information. The weakness of this study only to identify the effectiveness of the hotel website of the 25 top limited lodging chain hotel. Since the study only focuses on chain hotel, this study is biased since don't focus to other types of ownership structure. Thus, this study evaluates the SMHs with different ownership structure.

A review of stage of e-commerce adoption

A review of the literature relating to e-commerce adoption among SMEs reveal that the development of e-commerce typically proceeds in a set of sequential stages (Allcock, et al. 1999; Chaffey & Ellis Chadwick 2012; Daniel et al, 2002; Department of Trade and Industry, 2000; Chen & McQueen, 2008; Nolan, 1979; Price Waterhouse Coopers, 1999; Suba Rao, Metts& Mora, 2003).

Nolan (1979) has developed the Six Stages of Growth model. This model is the most popular e-commerce development model and many organizational analyses of the experiences using data processing have indicated the existence of these six stages. This model is not applicable at this time since the evolution of the development of e-commerce and digital technologies.

Among these models the Chaffey and Ellis-Chadwick model (2012) and Chen and Mc Queen model (2008) appear the most sophisticated and applicable in the context of e-commerce adoption among SMHs. Later in the proposed model of the e-commerce stage, the researcher has adopted this model since both models consider selling-side e-commerce based on website evaluation can identify the SMHs current stages of e-commerce adoption.

Chaffey & Ellis-Chadwick (2012) identified a six level model of e-commerce development. Level 0 describes no website or presence on the web. This means the organization has not adopted e-commerce in the business. Subsequent stages articulate an increase on the interactivity of the website, through to Level 6, by which stage an organization has a fully integrated website which supports online buying and provides relationship marketing with the customers.

Chen and Mc Queen (2008) developed a synthesized and integrated model for stages of evolution of e-commerce adoption. This model provides a basis on which to understand how the business progresses from relatively simple activities to more complex e-commerce activities. This model highlights how the small firm moves from simple e-commerce into full e-business. Stages 4 and 5 which are online transaction and E-Business are the two highest stages in this model and are relatively uncommon in small business because of high capabilities and high cost. Most of the firms are at the first three stages during any point of time. The model has 5 different stages which are messaging, online marketing, online ordering, online transaction and E-Business. These elements have been adopted in a proposed e-commerce stage model for SMHs.

Stage Model of E-Commerce Adoption for Small-and-Medium-Sized Hotels (SMHs)

In order to determine the stages of e-commerce adoption among SMHs, the researchers have proposed the stage model for e-commerce adoption amongst SMHs in Malaysia.

The proposed stage model of e-commerce adoption amongst SMHs is based on the Six levels of e-commerce development Model studied by Chaffey & Ellis-Chadwick (2012) and the E-Commerce Evolution Stages Model by Chen & Mc Queen (2008) and the elements of website evaluation criteria that have been developed by researchers for the purpose of this study.

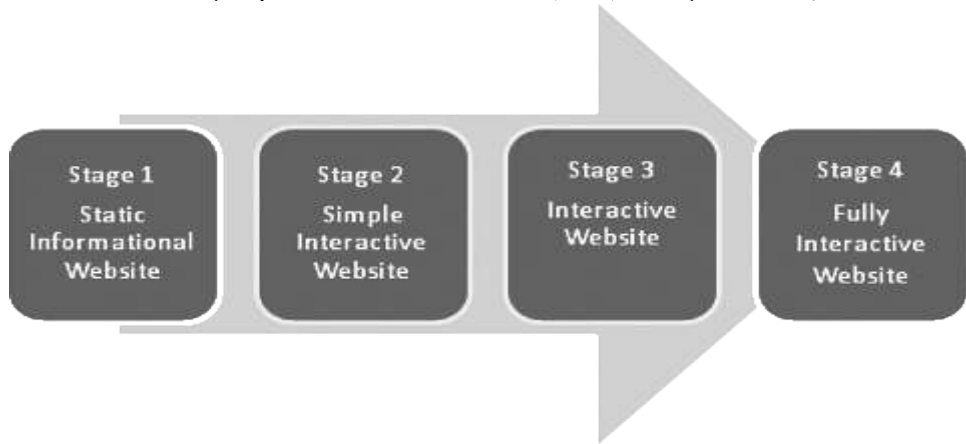


Figure 1: Proposed Stage Model for E-Commerce Adoption of SMHs in Malaysia

Stage 1 Static Informational Website

For a relatively low cost SMHs in this stage develop a static informational website. The website contains basic information about the hotel such as location, contact details, and hotel features. The website provides very limited photos and doesn't have an interactive photo gallery. There are no online reservation facilities, only email is provided for room reservation. The website does not provide online customer service support and no online request form. The website isn't multilingual and the website content is not being updated. There is no privacy and security information at this stage.

Stage 2 Simple Interactive Website

Basic online reservation is a key characteristic of e-commerce applications in this phase. Since, SMHs can't afford to develop their own reservation system, the online reservation is linked to an out source hotel booking engine. In this stage, the information about the hotels is more detailed compare to Stage 1. The hotel has few offers and promotions on the web page. The website provides an online request form in order to answer inquiries from the customers.

The web site content is relevant, but has not been updated recently. The hotel provides basic information on privacy and security. The hotel is also connected to social media networking.

Stage 3 Interactive Website

At this stage, SMHs have their own reservation system. Customers are able to make a reservation, cancel reservation and modify the reservation as well as an electronic payment through the use of credit card, debit card, electronic cash and electronic fund transfer. The website also provides customer service support for all inquiries from customers. Hotels will respond to the customer inquiries usually by email or other preferred contacts. The websites are interactive and informative with updated hotel pictures and promotions. The website provides relevant information on privacy and security.

Stage 4: Fully Interactive Website

Stage 4, has the potential to acquire all the benefits displayed in the previous stage plus provides relationship marketing with customers and facilitating the full range of marketing exchanges. A customer loyalty program is available on the website and the customer is able to register and sign in their membership online through the website. The website also provides 24 hours online customer service support and online chats. The customer will get a response to their inquiries immediately.

Development of Website Evaluation Criteria

Website Evaluation Criteria

This research develops a set of evaluation criteria in this study to evaluate the stages of e-commerce development among small-and-medium-sized hotels websites in Malaysia. The study developed five website evaluation categories:

E-Marketing: Online marketing or e-marketing has a potential to provide distinct value to the hotel by using websites. The website has been a platform for the hotel to offer online information, establishing communication and exchange of communication and conducting online transactions (Shuai & Wu, 2011). The researchers identified seven important variables in e-marketing criteria (about the hotel, location, contact details, hotel features, offers and promotions, social media and visual material) for small-and-medium-sized hotels website evaluation.

E-Customer Relationship Management: E-CRM is being adopted by companies because it increases customer loyalty and customer retention by improving customer satisfaction. E-CRM features are among the main factors contributing to the success of any e-commerce websites. For the E-Customer Relationship Marketing evaluation criteria, the variables included customer loyalty program, online membership registration, customer service support and online request form)

Usability: The issues related to usability and effectiveness are crucial and have been studied by a few scholars (Chiew & Salim, 2003; Palmer, 2002; Snider & Martin, 2012). Ease of use of website, multilingualism, links to other websites and currency of the website is the criteria for evaluating the SMHs website usability.

Privacy and Security: Jensen and Potts (2004) had studied the usability of online privacy policies and examine how well the policies meet user needs and how they can be improved. Three variables identified as important to evaluate SMHs websites, including privacy policies, security and terms and conditions.

Online Reservation: According to Gardini (2007), a website's sales success relies on the owner's abilities to professionalize its online process. Reservation status and confirmation is a major drawback for sales efficiency. If a reservation is not confirmed in a small amount of time and whether there are cancellation fees may be deciding factors for a customer not to place a reservation at all (Schwartz, 2006). To evaluate this category, the SMHs websites need to be able to make a real time reservation, cancellation of reservation and modify a reservation. The website also needs to accept online payment with different types of payment methods (credit card, debit card, PAYPAL etc.).

Website Evaluation Category	Variables
A. E-Marketing	(1) About the hotel (e.g. properties, brands) (2) Locations (e.g. map and directory) (3) Contact details (e.g. email, phone number, fax number) (4) Hotel features (e.g. rooms, restaurant, meeting facilities) (5) Offers and promotions (6) Social media (e.g. Facebook, Twitter, Tripadvisor) (7) Visual material (e.g. photo Gallery and virtual Tour)
B. E-Customer Relationship Management	(1) Customer loyalty program (2) Online membership registration/sign in membership (3) Customer Service Support (4) Online Request form

C. Useability	(1) Ease of use of website (2) Multilingual (3) Links to other website (4) Currency or (up to datedness)
D.Privacy and Security	(1) Privacy Policy (2) Terms and Conditions (3) Security
E. Online Reservation	Capacity to make a reservation, cancel, modify and make online payment by credit card Yes () No ()

Table 1: Rating system for evaluating websites for small and medium sized hotels in Malaysia

Population and sample

To begin, for the survey, a list of hotels was obtained from the Malaysian Association Hotel website (www.hotel.org.my). The purpose of this study is to identify the current stages of e-commerce adoption among SMHs in Malaysia by using website evaluation criteria.

For this purpose of study, the researchers have drawn sample criteria of small-and-medium-sized hotels from the hotel listings in the Malaysia Association Hotel website:

- Types of hotel: City and Business Hotel
- Number of rooms: 30 to 400 rooms
- Star Rating: 2 star and 3 star
- Affiliation: Independent and chain
- Location: Kuala Lumpur
- Connectivity: Website

Kuala Lumpur has been chosen as the sample since it has the highest number of small and medium sized hotels in Malaysia, according to the list in the Malaysian Association Hotels website which is representing 37 hotels out of 193. Besides that, Kuala Lumpur was chosen as the sample of the study since Kuala Lumpur is the most popular city in Malaysia for tourism as well as the capital city of Malaysia.

Evaluation Techniques

Each of the SMHs websites was assessed by the two researchers from January 2015 to March 2015. The researchers assessed each SMHs website against the criteria on the schema shown in Table 1. The proposed schema consists of five criteria: e-marketing, e-customer relationship marketing, usability, privacy and security and online reservation. The criteria of the variables are being evaluated by a 5 point rating scale as per the details of each variable rating criteria. For online reservation criteria the availability will be measured using yes or no, according to the compliance of the website evaluation criteria. Another four criteria will be evaluated based on variables as have been listed in Table 1. Each of the variables is being evaluated by 5 point rating scale as per the details of each variable rating criteria.

Findings

E-Marketing

A total of 59.5 percent of small-and-medium-sized hotels provided an interactive map and simple directory on the hotel website. It is very important for hotels to provide a map and directory on the website so that it is very easy for customers to find out the hotel locations.

When the customer opens the hotel website and the hotel provides an interactive map, customers can connect to GPS navigation and this becomes very helpful to find the hotel location. All small-and-medium sized hotels providing their contact details included full address, telephone number, fax number and email address on the website. Only one of small-and-medium-sized hotels have their own toll free number, hotel reservation number, specific email for reservation department, sales department and for general hotel email. Since the size of small-and-medium-sized hotels are small it is not required for the hotels to have a toll free number or specific email address for reservation or sales department. Unlike large hotels or chain hotels, most of the contact details are very complete that are provided in the website.

E-Customer Relationship Marketing

It was found that 94.6 percent of the SMHs websites do not offer a customer loyalty program. Customer loyalty programs should be introduced by SMHs as it has been practiced by most chain hotels and it will benefit the hotel to build rapport with customers as well to give long term profits to the hotels. None of SMHs provided excellent customer service support online from the website. A total of 78.4 percent of SMHs did not provide online customer service support from the website. A total 56.8 percent of SMHs website doesn't provide an online request form. This will make customers uncomfortable in order to make an enquiry or give feedback on their recent stays or feedback on the hotel website as well as general feedback or complaints. SMHs should pay attention to the e-customer relationship marketing element in the website because customers will not visit the website if there is no customer service support online.

Usability

In terms of ease of use of the website, 48.7 percent of SMHs are easy to access, but no site map and search engine are provided in the website. While only 5.4 percent of the websites have been rated as excellent in terms of ease of use of the website. A total of 83.8 percent of the SMHs websites in Malaysia are in English language. A total of 8.1 percent of the SMHs websites in Malaysia use a link to Google Translate. Only a few of SMHs websites are multilingual, providing languages such as Mandarin, Japanese and Arabic. The websites in SMHs in Malaysia that have no link to another website total 81.8 percent. A total of 40.5 percent of the SMHs websites were ranked as good in terms of the currency of the web content.

Privacy and Security

A total of 78.4 percent of the SMHs in Malaysia do not provide privacy policies on the website. Privacy & security policies, and terms and conditions are not an important criteria of SMHs website design compared to other large and chain hotel websites.

Online reservation

The result of this study also found that 36 of the 37 hotels (97.3 percent) that have websites provide an online reservation service. However, from the 97.3 percent, 78.4 percent of SMHs in Malaysia out source the booking engine. SMHs and independent hotels used outsourced booking engines for the hotel reservation system because the cost is cheaper compared to developing their own hotel reservation system. The outsourcing software of online booking engines also can modify and cancel the reservation via online so customers do not have to contact the hotel directly. Since most of SMHs in Malaysia have less than 300 rooms and most of the hotels do not have their own IT Department that can develop their own IT system, the outsourced booking engine is the trend for SMHs in Malaysia as well as worldwide. The company that provides this solution has a good reputation and is very efficient in an online booking system. Only one SMH has excellent own online reservation system. This hotel is a group chain hotel. Customers can make online payment with a variety of forms such as by

credit card, debit card and PayPal. The hotel also has online secure payment to secure the information or credit card of customers wishing to make the online booking. This hotel also has a mobile hotel reservation (MHR) applying. From the analysis, one of the SMHs does not have any online reservation system. The customers need to make their booking via email or call the hotel reservation department to perform booking.

Discussion

The development of website evaluation criteria of the SMHs in Malaysia can assist to evaluate the stage of e-commerce adoption of the SMHs. The website evaluation method adopted in this research had evaluated 36 of the SMHs websites in Malaysia. By examining the services available online of the SMHs this study provided an overview of the stage of e-commerce adoption in the SMHs in Malaysia. This study concludes that the current stages of e-commerce adoption among SMHs in Malaysia is in stage 2 which is a simple interactive website based on website evaluation criteria and the proposed stage model of e-commerce adoption for SMHs in Malaysia. Hotel owners of SMHs in Malaysia have not developed highly interactive web sites. The majority of the SMHs websites are primarily to promote the products and services online. Due to advanced technology, and the growth of outsourced booking engines and web developers, most hotels, especially SMHs take this opportunity to connect to the online reservation. None of the websites of the SMHs provided a fully interactive site supporting the whole buying process. The websites are not fully integrated with e-business as with the high level of the stage model of e-commerce development.

The internet will enable innovative SMHs to build their “virtual” site and expand their reach (Banks, Monday, Burgess, & Sellitto, 2010; Choi & Morrison, 2005; Yolal, Emeksiz, & Cetinel, 2009). Jutla et al. (2002), empirically examined that the limited adoption of e-commerce in SMHs raises considerable concern about their ability and readiness to use the internet as a business tool. A number of barriers can be identified, including lack of resources, lack of skilled employees, lack of ease to use technology adapted to SMHs and also lack of awareness of the potential benefits (Buhalis & Law, 2008).

Limitations and Future Research

This research thoroughly scans the SMHs in Kuala Lumpur, Malaysia. The evaluation results of this research not only contribute to better understand about the challenges of website adoption among SMHs but can be used to improve some of the inefficient performance of their websites. Some of the SMHs websites are very advanced in terms of technology application such as having a mobile hotel reservation, but some of the hotel websites are very poor which relates to a very basic and unattractive website. However, this research is limited to, website evaluation, and analysis of the data, the researchers justify the level of e-commerce adoption among SMHs in Malaysia. Besides that, the evaluation of the hotel websites is also from the perspective of customers. From that, the marketers will know what the importance of a website is based on the evaluation from customers. In future, the researchers plan to conduct in-depth interviews with hotel managers, observations and case studies to identify the adoption of e-commerce among SMHs in Malaysia.

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Appendix 1: Criteria for Website Evaluation Analysis

A. E-Marketing

Q1: About the hotel

1. Very poor: No information about the hotel
2. Poor: Limited information about the hotel
3. Fair: Adequate information about the hotel
4. Good: Good information about the hotel
5. Excellent: Excellent information about the hotel such as history of the properties, new properties, brands etc.

Q2: Location

1. Very poor: The website does not provide maps and directory
2. Poor: The website only provides either static map or directory
3. Fair: The website provides static map and simple directory
4. Good: The website provides an interactive map, but simple directory
5. Excellent: The website provides an interactive map and an excellent directory with GPS Coordinates.

Q3: Contact details

1. Very Poor: No contact details available on web sites
2. Poor: Contact details not completed and not updated
3. Fair: The website provides basic contact details e.g. address and phone number only
4. Good: The website provides full contact details, but limited only address, email, phone number and fax number
5. Excellent: The website provides full contact details include toll free line, reservation number, hotel complete address, email address of the hotel (general), sales, reservation and hotel fax number

Q4: Hotel Features

1. Very poor: The website doesn't provide any information about hotel features
2. Poor: The website provides very limited information about hotel features
3. Fair: The website provides basic information about hotel features
4. Good: The website provides enough information about hotel features
5. Excellent: The website provides outstanding information about hotel features included the different types of rooms and rates, hotel facilities such as meeting rooms, food and beverage outlets and recreation facilities of the hotel

Q5. Offers and promotions

1. Very poor: No offers and promotions available on web sites
2. Poor: Limited offers and promotions available on web sites
3. Fair: Few offers and promotions available on web sites
4. Good: Variety of offers and promotions available on websites, but not very attractive offers and promotions or no specific deals since the hotel has no customer loyalty program.
5. Excellent. There are variety of offers and promotions available in the websites. The offers and promotions have very attractive specials and cater to their membership or special deal or package. The customer can sign up e-newsletter online and receive offers and promotion via email.

Q6. Social Media

1. Very Poor: The website doesn't promote or link to the hotel's social media

2. Poor: The website only has limited social media networking.
3. Fair: The website has few social media networking.
4. Good: The website has variety social media networking, but the social media pages are outdated.
5. Excellent: The website has a variety social media networking and the social media pages and are updated regularly on hotel promotions or events.

Q7. Visual Material

1. Very Poor: No visual material in the websites
2. Poor: Very limited photos in the hotel website
3. Fair: There are few photos available on the web site
4. Good: The web site provides photos for hotel rooms, and hotel facilities
5. Excellent: The web site provides an interactive photo gallery which the customer can view and zoom in and as well the websites provides a virtual tour image from the web site.

B. E-Customer Relationship Marketing

Q1. Customer Loyalty Program

1. Very Poor: The hotel does not have customer loyalty programs.
2. Poor: No information available on customer loyalty program web sites.
3. Fair: The web site provides limited information about customer loyalty programs.
4. Good. The web sites provide enough information about customer loyalty programs
5. Excellent: There are specific pages for customer loyalty programs which is linked to the main hotel website. The web site provides full information about customer loyalty programs such as the member benefits, reward points, terms and conditions, FAQ, etc.

Q2. Online membership registration/Sign in membership

1. Very Poor: Customer cannot register membership/sign in membership via online
2. Poor: Customer only can register online membership from the web sites
3. Fair: Customer can register online membership but cannot make online payments. Sign in from the website available.
4. Good: Customer can join membership and sign in membership online and can make online payments
5. Excellent: Provide a specific page to sign in or join for membership. The customer will immediately receive online confirmation or membership details via email after making an online payment.

Q3. Customer Service Support

1. Very Poor: There is no customer service support in the website.
2. Poor: Less customer service support in the website.
3. Fair: The website provided enough customer service support
4. Good: The website provided full customer service support.
5. Excellent: The website has a specific customer support page and outstanding customer service support e.g. online chat.

Q4. Online request form

1. Very Poor: No online request form
2. Poor: Basic online request form with basic customer details
3. Fair: General online request form available with complete customers details
4. Good: Online request form available for customer to give feedback and make an online

enquiry.

5. Excellent: A specific online request form such as information request form, survey form, comment form, feedback on recent stay or feedback on website.

C. Usability

Q1 Ease of use of website

1. Very poor: The web site is very difficult and unappealing to use
2. Poor: The website is difficult to use
3. Fair: The website is easy to access, but no site map and no search engine
4. Good: The website is easy to access with site map, but no search engine.
5. Excellent: The web site is very easy to access. The web site provides sitemap and a search engine.

Q2.Multilingual

1. Very poor: Non English website (Malay website)
2. Poor: The web site is in English language only
3. Fair: The web site uses a link with Google Translate application for the customer to choose which language he/she preferred.
4. Good: The website provides few languages, including English, Mandarin
5. Excellent: The website provides multilingual included English

Q3.Link to another website

1. Very poor: No link to another website.
2. Poor: Link to other websites is not updated.
3. Fair: Limited link to another website and the link updated.
4. Good: Some useful links to other websites and the links are updated
5. Excellent: Very useful links to other websites and the links are updated

Q4.Currency (up to date)

1. Very poor: The web site content is not relevant and out-dated.
2. Poor: The website content is too old and has not been updated more than 2 years.
3. Fair: The web site content is relevant, but the information is not updated less than 2 years.
4. Good: The web site content is relevant, but no specific date appears on the pages
5. Excellent: The web site content is very recent and information is up to date. The last update or review date appears on the pages.

D. Privacy and Security

Q1.Privacy and Security policies

1. Very poor: No privacy and security policy on the website.
2. Poor: Unclear privacy and security policy on the website
3. Fair: The privacy and security policy is not very informative in the website.
4. Good: The privacy and security policy is informative in the website.
5. Excellent: The privacy and security policy is very informative in the website.

Q2. Terms and Condition

1. Very poor: Not any terms and conditions provided on the web site
2. Poor: Only has copyright /all right reserved at the bottom of the website.
3. Fair: The website provides basic terms and conditions
4. Good. The website provides relevant information on terms and conditions.
5. Excellent: The website provides complete information on terms and conditions.

Appendix 2: Result of Website Evaluation

Category	Variables	Very poor	Poor	Fair	Good	Excellent
E-Marketing	About the hotel (e.g. brands)	16.2%	45.9%	24.4%	13.5%	0.0%
	Locations (e.g. map and directory)	0.0%	16.2%	16.2%	59.5%	8.1%
	Contact details (e.g. email, phone number, fax number)	0.0%	8.1%	37.8%	51.4%	2.7%
	Hotel features (e.g. rooms, restaurant, meeting facilities)					
	Offers and promotions	0.0%	24.3%	37.8%	32.5%	5.4%
	Social media (e.g. Facebook, Twitter, Tripadvisor)	18.9%	35.2%	24.3%	18.9%	2.7%
	Visual material (e.g. photo Gallery and virtual Tour)	43.2%	21.6%	16.2%	5.4%	13.5%
		0.0%	48.6%	27.2%	18.9%	5.4%
E-Customer Relationship Management	Customer loyalty program	94.6%	2.7%	0.0%	2.7%	0.0%
	Online membership registration/ sign in membership	97.3%	2.7%	0.0%	0.0%	0.0%
	Customer Service Support	78.4%	16.2%	2.7%	2.7%	0.0%
	Online Request form	56.8%	35.1%	8.1%	0.0%	0.0%
Usability	Ease of use website	0.0%	18.9%	48.7%	27.0%	5.4%
	Multilingual	0.0%	83.8%	8.1%	5.4%	2.7%
	Links to other website	81.1%	0.0%	10.8%	8.1%	0.0%
	Currency or (up to dateness)	0.0%	40.5%	19.0%	40.5%	0.0%
Privacy and Security	Privacy Policy	78.4%	0.0%	0.0%	0.0%	21.6%
	Terms and Condition	10.8%	73.0%	0.0%	0.0%	16.2%