

2022

Evaluation of the Contents of the Five Stars Hotel Website and Customer Orientation

Omar Jawabreh

Department of Hotel Management, Faculty of Tourism and Hospitality, The University of Jordan, Aqaba, 77110, Jordan, o.jawabreh@ju.edu.jo

Ashraf Jahmani

Department of Hospitality Management and Culinary Art, Business School, Al-Ahliyya Amman University, Jordan, o.jawabreh@ju.edu.jo

Bashar Shukri Maaiah

Faculty of Tourism and Hotel Management, Department of Tourism, Management, Yarmouk University, Irbid, Jordan, o.jawabreh@ju.edu.jo

Basel J. A. Ali

Accounting and Finance Department, Applied Science University, Kingdom of Bahrain, o.jawabreh@ju.edu.jo

Follow this and additional works at: <https://digitalcommons.aaru.edu.jo/isl>

Recommended Citation

Jawabreh, Omar; Jahmani, Ashraf; Shukri Maaiah, Bashar; and J. A. Ali, Basel (2022) "Evaluation of the Contents of the Five Stars Hotel Website and Customer Orientation," *Information Sciences Letters*: Vol. 11 : Iss. 4 , PP -.

Available at: <https://digitalcommons.aaru.edu.jo/isl/vol11/iss4/8>

This Article is brought to you for free and open access by Arab Journals Platform. It has been accepted for inclusion in Information Sciences Letters by an authorized editor. The journal is hosted on Digital Commons, an Elsevier platform. For more information, please contact rakan@aarj.edu.jo, marah@aarj.edu.jo, u.murad@aarj.edu.jo.

Evaluation of the Contents of the Five Stars Hotel Website and Customer Orientation

Omar Jawabreh^{1,*}, Ashraf Jahmani², Bashar Shukri Maaiah³ and Basel J. A. Ali⁴

¹ Department of Hotel Management, Faculty of Tourism and Hospitality, The University of Jordan, Aqaba, 77110, Jordan

² Department of Hospitality Management and Culinary Art, Business School, Al-Ahliyya Amman University, Jordan

³ Faculty of Tourism and Hotel Management, Department of Tourism, Management, Yarmouk University, Irbid, Jordan

⁴ Accounting and Finance Department, Applied Science University, Kingdom of Bahrain

Received: 1 Jan. 2022, Revised: 10 Feb. 2022, Accepted: 1 Mar. 2022.

Published online: 1 Jul. 2022.

Abstract: The objectives of this study are multifold: to investigate the functionality of hotel websites through a content review and to gauge customer perceptions of the value of hotel website design. To conduct the study, hotel websites were combed for numerical and visual information. Providers of information are evaluated based on their unique and comprehensive expertise measurements. The research is based on two key components: a report on all 37 five-star hotels in Jordan that analyzes their website layout in terms of population, and a survey of 100 hotel guests to ascertain how they interpret hotel websites. This proposed study is the first of its kind, with the objective of establishing a methodology for evaluating all hotel measurements provided by hotel websites. The following are the findings: When the independent variable (marketing orientation) has a value of $T = 7.519$, the coefficient of simple linear regression has statistical significance (Customer Orientation). The fact that "Aqaba Zone Advertising and Customer Oriented Classified Hotels have a statistically significant effect on their categorization" is acknowledged, as "Aqaba Zone Advertising and Customer Oriented Classified Hotels have a significant effect on the coefficient of simple linear regression equation" (0.605). As a result, hotel management may employ a specific predictive evaluation model to analyze their hotels' websites from two perspectives: that of the management team and that of the consumers. For the first time, this analysis brings together claims from both perspectives (hotel managers and clients).

Keywords: Marketing orientation, Customer Orientation, Security Orientation, Technology Orientation, Aqaba city.

1 Introduction

Due to the ever-changing marketplace and the rapid growth of information technology [1], a variety of customers are booking their travel facilities electronically, such as travel, hotel and car rental [2-4]. In addition, according to a survey of 249 casual travelers [5], 80 % of travelers searched for hotel information via blogs, with more than half making their bookings via hotel websites or third-party websites. As a result, the Internet plays a crucial function in customer behavior, with more than 50% of the sales of global hotel chains credited to online marketing networks in 2010 [6].

This study continues to extend the body of expertise and experience in the online review management assessment of the contents of the hotel website. There have been several academic reports focused on the travel and hospitality industry, which can be classified as either observational or

theoretical analysis. [7, 8]. In the minds of customers, the Internet provides the right to access a hotel directly, without regional or time constraints, to request information and to make transactions. Managers in control of promotions and sales for hotels see lower delivery prices, increased profits, and a greater market share as being great outcomes from hotel websites [9].

An important and well-known marketing resource for hotels is the hotel website.[10]. The job of designing and maintaining websites of the highest standard have been a crucial element in holding the company running. Unfavorable internet experience will limit online purchases, remove future buyers and have a detrimental impact on corporate credit. To escape this impact, a noteworthy attempt has been made by hotel operators to use new business models for their websites, as of 2021. The analysis described the climate and process efficiency as the two key factors for

*Corresponding author e-mail: o.jawabreh@ju.edu.jo

determining the quality of the electronic services offered by hotel websites.

The hotel website acts as a direct connection between the hotel and its guests. to meet the needs of the customer [11]. These days, passengers will use online booking applications to easily pick their lodging. The hotel website presented visitors with high-quality, but cost-effective, details while lowering costs and saving time.

For the evaluation of websites based on studying targets, a number of researchers have identified many variables. For the usage of the fuzzy Delphi screening method, the new study utilizes the present Delphi system, which is composed of many separate variables. [12] reviewed the surveys and the website review that was undertaken between 1996 and 2009 by tourism studies and noticed that They explored the effect of blogging on tourism management as a result of their usage of analysis strategies used in other studies. The research discusses a variety of frameworks for website decision-making, including multi-criteria decision-making (MCDM). Promethee II is considered to be the most effective PROMETHEE model owing to its capacity to accommodate a broad variety of quantitative and qualitative factors, as well as to rank various choices.

There has been a substantial growth in the amount of ways for large hotel chains to capture new market share through their use of the internet in the hospitality industry. As the Internet is still a required networking tool, hotels can make use of it to aid with their marketing [13]. [14] noted that the hotel industry has adapted to this technology and is working hard to create portals from which visitors can book rooms online.

However, only a tiny fraction of the tourism and hospitality literature discusses the relative value of numerous website functionality [15]. A lot of hypotheses are being made as to what effect the internet has on supporting independent hotels in Jordan. Previous analysis has not researched the independent Jordanian hotel in great depth. Reaction to the dissemination of the Internet is essential for hotel firms in particular, as there is a lack of sufficient data on their opinions on the Internet's importance in their sectors and on how they react to the Internet's impact [16]. As there is a rise in the demand for hospitality, there is a new urgency to introduce innovative ways to advance its place in the industry. Selling and distributing goods and knowledge services on hotel channels to local and global audiences is critical, and the most reliable methods of doing so are in terms of online advertisement and delivery. The Internet is a critical marketing platform for customers.

When consumers are able to do more of their product search and book their travel and accommodation, all at once they are constantly requesting conveniences, specialized, accessible, interactive products, and personal interaction with different hotel providers. This hence puts value on the usage of the Internet for tourism, while also supporting the official websites for the sector [17-20]. Hotel websites can be tested for accuracy as a website marketing platform is built for the current website and consumer perspectives. The

aim of this research is therefore to suggest an existing assessment system for assessing the current quality of hotel websites and, by doing so, to help increase the quality of hotel websites for hotel chains.

In order to better understand and measure how various dimensions of hotel websites contribute to different elements of customers' preferences, the aim of the study is to quantitatively analyze the highest current dimension of hotel website evaluations, as well as to recognize distinctions between different hotel website elements and their importance from customers' perspectives.

2. Literature Review

Much of the first research in this area has been undertaken to analyze the quality [1, 21-23] and functionality of hotel websites. [12] A variety of tests have been performed to assess the scope and detail of the knowledge that can be presented to consumers. In light of the findings obtained, these writers recommend that hotel managers provide a "more engaging appearance" on their websites by utilizing the interactive resources accessible on the Internet. The study concludes that cyber-hotels must investigate how these features impact or enhance the purpose, mission, and mechanics of their websites. The shortage of opportunities for smartphone devices is a big shortcoming, since just 20.00% of Croatia's five-star hotel websites have their own mobile app, which might allow travelers to know explicitly that there are any mobile apps accessible to them, the authors add. The study concluded that hotels use their websites to provide details and purchases, but not to communicate with clients. The author concludes that this implies that they ought to make their platforms more immersive.

Hotel portals have been an important aspect of the travel and hospitality sector. Reservation knowledge is considered to be the most important dimension, with nearly all of its features considered to be essential. 80 % of Croatia's five-star hotel websites utilize the Facebook profile for extra marketing. E-commerce activities are marginal among Iranian hotels. In reality, none of the hotels offer online reservations, and only half of the 75 websites evaluated provide a multilingual alternative. The construction of websites that offer details in other languages, such as English and Arabic, will support visitors who are interested. Hotel portals have been an imperative aspect of the hospitality business, which is why several independent scholars have researched the actions of online travelers in order to consider their preferences and wishes. [24, 25] The measurements and characteristics of the upscale hotel on the websites were more significant than on the websites of the economy hotel. A research that explored the relative value of measurements and quality on hotel websites from the point of view of visitors. [26] proposed a computational model to improve the customer's intention to revisit hotel websites to book hotel rooms. The chain hotels appear to pay greater attention to the facilities offered by the

website [27]. Hotels and advertisers need to discuss their image of hospitality, consumer understanding, aspirations and loyalty. The name of the hotel website is trustworthy and creates familiar amenities and services. Through putting up a website, hotels will improve their purchasing potential, enhance the reputation of the hotel brand and enhance the maximum impact of their marketing campaigns. The assessment of websites is of vital significance, since it can be checked by the degree to which websites satisfy consumer requirements. It involves studies on the effect of the content of the hotel website on sales and the impact of consumers' expectations of the standard of knowledge and the impact of online marketing campaigns on sales.

Most of the work in this field has been conducted to look at the degree of consumer loyalty and the features of websites. [28]. A variety of tests have been performed to assess the scope and detail of the knowledge that can be presented to consumers. Richness exists when the flow of knowledge is broader, wider and quicker than it is in the conventional sector. Bad site design would result in a 50 percent reduction in future revenue due to consumers being unable to locate what they want, according to one report [29]. The authors suggest that hotel managers are willing to have a "more engaging presence" on their websites using the interactive tools available on the Internet. The findings suggest that hotels use their websites to provide details and purchases, just not to communicate with clients, they claim. Take a look at some of the more popular blogs and other web tools on the topic.[30] Hotel websites that offer details in other languages, such as English and Arabic, may allow visitors who are unfamiliar with Jordan to find the information they need. It is proposed that a range of transactional and relationship-building practices in the hotel industry in Jordan and around the world will rise in the immediate future. The study found that web design features are essential for online partnership marketing and web design is a core part of web marketing strategy in the travel industry.

Hotel portals are also at the forefront of the promotion and service of hotels. A well-designed website is the most significant marketing tool for the hotel in today's fast-growing information period. Increasing numbers of researchers are paying attention to website design. [31] found that website adoption was positively connected to the success indicator Revenue per Accessible Space. They also noticed that sales growth rates were higher for hotels with their own websites than for hotels with an online presence only via regional portals. The "first image" of a hotel has now been moved from the front desk to its website.

The research aims to address the question: What is the strongest dimension in the assessment of the hotel's website? What are the contents? From the customer's point of view, what is the most important feature of the website for the hotel? Are there any gaps in the consistency of new hotel websites and the importance of these contents from the point of view of the customer? [32] provided a tool for analyzing the websites of international tourist hotels and tour operators in Taiwan. [1]indicated that the assessment of the standard of electronic facilities on the travel platform should be

viewed as a multi-criteria decision-making procedure. the requirements are performance, enforcement, device availability, security/privacy, accessibility, communication, and gain. [33] announced that the effective website of the hotel should be both accessible and functional. [34] investigated 638 travelers to Hong Kong from the point of view of their intentions to acquire a hotel website. Their empirical studies have shown that the knowledge content has the strongest predictive influence on travelers' purchasing intentions on the hotel website. The following research described the accuracy of details as the most critical aspect of a good hotel website.

[35] created an information quality measurement model to calculate the efficiency of the hotel website. [22, 23] confirmed the importance of information to increase the performance. [36] considered the reservation information and website administration to be the measurements with the largest and smallest weights, respectively, the weight meaning representing the perceived significance of the dimension. In comparison to previous reports, the study discussed here focuses solely on a single feature, i.e., the cultural factors of the destination knowledge dimension.

3. Methodology

In this research, the Computational Package for Social Sciences (SPSS) was first used for data entry. And later for data interpretation. Data processing was the initial phase aimed at transforming raw data to a more standardized format that is more suitable for study. Tasks at this point involved data editing, data coding and data entry. Descriptive figures were used to outline the attributes of the respondent, including demographic details such as age, gender; questions about the identity of the participating organization, such as consumer numbers, were also included. Inferential statistics were often used to evaluate theories to assess the association between variables. In specific, the Pearson Correlation was used to check the relationship of the interval amount with the construct, while the Chi-square was used to confirm the association between the nominal variables and the construct. In addition, the Cronbach coefficient alpha was used for the measure of durability. Finally, the Variable Analysis Technique, Variance Analysis (ANOVA) was used to analyze the contents of the official tourist website of the Jordan case study: existence-importance summary.

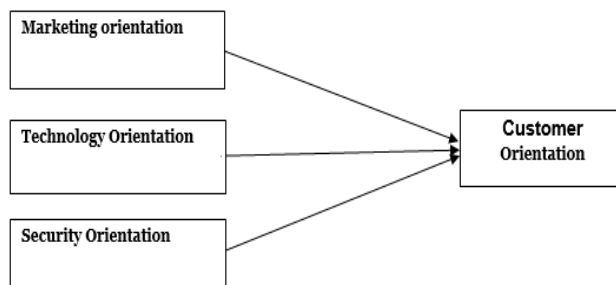


Figure 1. The model of the study

Hypothesis

H1: There is a statistically relevant effect of Marketing orientation and Customer Orientation of classified hotels in Aqaba city.

H2: There is a statistically relevant effect of Technology Orientation and Customer Orientation of classified hotels in Aqaba city.

H3: There is a statistically relevant effect of Security Orientation and Customer Orientation of classified hotels in Aqaba city.

Reliability

To ensure the reliability of the analysis used by Cronbach's Alpha equation to sample the initial analysis, in order to know the stability of the internal consistency for each area of research, table (2) explains:

Table 1. The values of reliability coefficient by Cronbach's alpha

Factors	Cronbach's alpha
Customer Orientation	0.797
Marketing orientation	0.848
Technology orientation	0.805
Security orientation	0.950
Tool overall	0.928

Table (1) displays the reliability coefficient for products with high loading where the range of values (0.797-0.950) is adequate.

Sample Research

The study sample consisted of (100) workers employed in graded Aqaba city hotels who were randomly chosen from the study population.

Table 2. Indicates the informative personality trait statistics.

Variable	Group	Frequency	Percentage
Gender	Male	60	60.0
	Female	40	40.0
Age	Less than 20 years	0	0.00
	21-30 year	20	20.0
	31-40 year	20	20.0
	41-50 year	40	40.0
	51-60 year	20	20.0
	61 years and more	0	0.00
Monthly income	Less than 1000\$	20	20.0
	1001\$ – 1500\$	10	10.0
	1501 – 2000	10	10.0
	More than 2001\$	60	60.0
Occupation	Private Sector	50	50.0
	Public Sector	50	50.0
Education	High School	0	0.00
	Bachelors degree	70	70.0
	Masters degree	20	20.0
	Post Graduate	10	10.0
Nationality	European	30	30.0
	Asia	30	30.0
	USA	30	30.0
	Australian	10	10.0
	Canada	0	0.00
	Others	0	0.00
Total		100	100.0

4. Result

This section comprises the findings of the report, which seeks to analyze the contents of the five-star hotel website for a case study. Jordan: life – significance review; the following is a presentation of the findings, focused on the conclusions of the study:

H1: The marketing orientation and consumer orientation of categorized hotels in the city of Aqaba has a statistically relevant effect.

To be confident, we used the Basic Linear Regression Analysis as seen below:

Table 3. The results for simple linear regression

R	R Square	Adjusted R Square	F	Sig*	Regression coefficients Domain	β	Std Error	T	Sig*
0.605	0.366	0.359	56.5	0.00*	Marketing orientation	0.605	0.045	7.519	0.00*

* Statistically significant at the level of statistical significance ($\alpha \leq 0.05$)

The following is seen in the table (3). The meaning (F = 56.534) and the statistically meaningful value (0.00) are smaller than the statistically significant amount ($\alpha \leq 0.05$). The simple linear regression model is therefore suitable for the estimation of the causal relationship between the independent variable (marketing orientation) and the dependent variable (customer orientation).

The value of the correlation coefficient between the independent variable (marketing orientation) and the dependent variable (customer orientation) was (0.605), the value of the coefficient of determination (R2) (0.366) and the value of the changed coefficient of determination (Adjusted R2) (0.359) which indicates that the independent variable (marketing orientation) should be explained (35.9).

There is a statistical significance of the coefficient of simple linear regression equation associated with the independent variable (marketing orientation) where the value (T = 7.519) shows the impact of the effect (marketing orientation) on the independent variable (marketing orientation) (Customer Orientation). There is therefore a substantial significance for the coefficient of simple linear regression equation (0.605), which was a positive result, and we therefore accept the statement that 'There is a statistically significant impact on the marketing and customer orientation of classified hotels in the Aqaba area.

H2: The influence of Technology Orientation and Consumer Orientation of Categorized Hotels in Aqaba City is statistically important.

To be confident, we used the Basic Linear Regression Analysis as seen below:

Table 4. Effects of basic linear regression

R	R Square	Adjusted R Square	F	Sig*	Regression coefficients Domain	β	Std Error	T	Sig*
0.776	0.602	0.598	148.0	0.00	Technology orientation	0.776	0.041	12.169	0.00*

* Statistically significant at the degree of statistical importance ($\alpha \leq 0.05$)

The following is seen in the table (4). The meaning (F = 148.09) and the statistically meaningful value (0.00) are smaller than the statistically significant amount ($\alpha \leq 0.05$). As a consequence, a simple linear regression model is suitable for evaluating the causal relationship between the independent variable (technology orientation) and the dependent variable (technology adoption) (customer orientation).

The coefficient of correlation between the independent variable (technology orientation) and the dependent variable (customer orientation) was (0.776), the coefficient of determination (R2) was (0.602), and the updated coefficient of determination (Adjusted R2) was (0.598), both of which mean that the independent variable (technology orientation) should be explained (59).

The coefficient of a basic linear regression equation in relation to the independent variable (technology orientation) has statistical significance, with the value (T = 12.169) suggesting the influence (technology orientation) on the independent variable (technology orientation) (Customer Orientation). As a consequence, the coefficient of the simple linear regression equation (0.776), which was a positive influence, has a significant impact, and we accept the statement that "Technology Orientation and Customer Orientation of Classified Hotels in the Aqaba Area have a statistically significant impact."

H3: There is a statistically important effect of the Security Orientation and Consumer Orientation of confidential hotels in the city of Aqaba.

To be confident, we used the Basic Linear Regression Analysis as seen below:

Table 5. The outcomes of a basic linear regression study

R	R Square	Adjusted R Square	F	Sig*	Regression coefficients Domain	β	Std Error	T	Sig*
0.480	0.231	0.223	29.359	0.00*	Security orientation	0.480	0.038	5.418	0.00*

* Statistically significant at the degree of statistical importance ($\alpha \leq 0.05$)

The following is shown in the table (5). The meaning (F = 29.359) and the statistically meaningful value (0.00) are smaller than the statistical significant amount ($\alpha \leq 0.05$). The association between the independent variable (security orientation) and the corresponding relationship between the dependent variable (correlation) (customer orientation). The correlation coefficient between the independent variable (security orientation) and the dependent variable (customer orientation) was (0.480), with an R2 of (0.231) and an

Updated R2 of (0.223) indicating that the independent variable (security orientation) could be explained (22.3 %). The coefficient of basic linear regression equation, which is associated with the independent variable (security orientation), has statistical significance (there is a meaningful association between the coefficient and the independent variable) (Customer Orientation). Thus, this implies that the coefficient of the basic linear regression equation (0.480), which was a positive effect, follows the statement that.

5. Conclusion

The statistical relevant number ($\alpha \leq 0.05$) is less than the significance ($F = 56.534$) but not smaller than the statistically meaningful value (0.00). Since the independent variable (marketing orientation) is the source of the causal interaction between the dependent variable (customer orientation) and the company, it is better to use a simple linear regression model. Correlation coefficient between independent and dependent variables (marketing orientation and consumer orientation) was (0.605), R2 (0.366) and Updated R2 (0.359) both indicate that the independent variable (marketing orientation) may be rendered clearer. Pragmatism comes from a belief in our own abilities to work it out as we move along. Hotel websites are used to give information and make transactions, but not to engage with customers. For added promotion, 80 percent of Croatia's five-star hotel websites use Facebook profiles. Iranian hotels have a little amount of e-commerce activity. According to the findings, cyber-hotels should look at how these aspects affect or improve the purpose, goal, and mechanics of their websites. In today's fast-paced information age [21, 37-40], a well-designed website is the most important marketing tool for the hotel.

Coefficient of basic linear regression has statistical significance where value ($T = 7.519$) denotes the effects on the independent variable (marketing orientation) (Customer Orientation). Accordingly, there is a considerable impact on the coefficient of simple linear regression equation (0.605), which is a good impact, and we accept the argument that "Aqaba Zone Advertisement and Customer Orientation Classified Hotels have a statistically important effect on their categorization." When it comes to the advertising and consumer care aspect of hotels, hotel portals are masters. In today's dynamic environment, the website is the most important marketing asset. The rise in the number of scholars who study website design suggests that increased emphasis on website design is warranted. Website adoption was positively related to revenue per accessible area, according to [31]. They observed that revenue growth rates were often higher for hotels with a website to which consumers could only resort from regional portals rather than for hotels with a presence on both the global and regional internet. "First pic" for a hotel is now on the website rather than on the front desk. According to [33], hotels should make their websites more interesting. According to them, just 20.00 percent of

Croatia's five-star hotel websites have their own mobile app. According to the findings, cyber-hotels should look at how these elements affect or improve the purpose, goal, and mechanics of their websites. Hotel portals have long been a vital part of the travel and hospitality industries. [41] includes research on the influence of website content on sales as well as the impact of customers' expectations of information standards. According to one estimate, poor site design will result in a 50% drop in future income owing to customers' inability to find what they want. Visitors unfamiliar with Iran may be able to locate information on hotel websites that provide data in other languages, such as English and Arabic. The hotel's "first picture" has been transferred from the front desk to the website. Website adoption was shown to be positively related to the success measure Revenue per Accessible Space by [31]. When comparing hotels with their own websites to those with simply a regional portal presence, sales growth rates were greater.

Visitors unfamiliar may be able to discover information on hotel websites that provide data in other languages, such as English and Arabic. In today's fast-paced information age, a well-designed website is the most important marketing tool for the hotel. The goal of the study is to find out what the most important factor is when evaluating a hotel's website. What are the contents of the package? What is the most significant element of the hotel's website from the customer's perspective?

Are there any inconsistencies in the consistency of new hotel websites, as well as the significance of these items from the customer's perspective? The research focuses exclusively on a particular characteristic, namely, the cultural variables that influence destination knowledge.

Although the explanation is described as 12.169, it represents the impact of the influence (technology orientation) on the independent variable (technology orientation) (Customer Orientation). To this end, it is necessary to reflect on the coefficient of the simple linear regression equation (0.776), which was a positive influence, and thus lend legitimacy to the finding that "The Technology and Customer Inclination of Classified Hotels in Aqaba Area has a statistically significant impact." The coefficient of basic linear regression associated with the independent variable (security orientation) has statistical significance (meaning: $T = 5.418$). (Customer Orientation). Also, because of this, we may infer that "The Protection Orientation and Customer Orientation of Classified Hotels in Aqaba Area has a statistically relevant effect."

Conflicts of Interest

The authors declare that they have no conflicts of interest to report regarding the present study.

References

1. Ali, B.J. and M.S. Oudat, *Accounting Information System And Financial Sustainability Of Commercial And Islamic Banks: A Review Of The Literature*. Journal of Management Information & Decision Sciences, 2021. **24**(5): p. 1-17.
2. Saeidnia, H.R., et al., *Web-based Application Programming Interface (Web APIs): Vacancies in Iranian Public Library Websites*. Webology, 2022. **19**(1).
3. Jahmani, A., I. Bourini, and O.A. Jawabreh, *The relationship between service quality, client satisfaction, perceived value and client loyalty: A case study of fly emirates*. Cuadernos de Turismo, 2020(45): p. 219-238.
4. Abujamous, I.M., et al., *Developing tourism through sports events to assist in the rejuvenation of the strategic position of the Aqaba Special Economic Zone Authority (ASEZA)*. African Journal of Hospitality, Tourism and Leisure, 2019. **8**(4): p. 1-14.
5. Toh, R.S., C.F. DeKay, and P. Raven, *Travel planning: searching for and booking hotels on the internet*. Cornell Hospitality Quarterly, 2011. **52**(4): p. 388-398.
6. Pan, B., L. Zhang, and R. Law, *The complex matter of online hotel choice*. Cornell Hospitality Quarterly, 54 (1), 74-83. 2013.
7. Leung, D., R. Law, and H.A. Lee, *A modified model for hotel website functionality evaluation*. Journal of travel & tourism marketing, 2016. **33**(9): p. 1268-1285.
8. Jawabreh, O., *Innovation management in hotels industry in aqaba special economic zone authority; hotel classification and administration as a moderator*. Geo Journal of Tourism and Geosites, 2020. **32**(4): p. 1362-1369.
9. Panagopoulos, A., et al., *A comprehensive evaluation framework for hotel websites: The case of chain hotel websites operating in Greece*. Journal of Hospitality Marketing & Management, 2011. **20**(7): p. 695-717.
10. Kim, M.J., C.-K. Lee, and M. Bonn, *Obtaining a better understanding about travel-related purchase intentions among senior users of mobile social network sites*. International Journal of Information Management, 2017. **37**(5): p. 484-496.
11. Hahn, S.-E., et al., *E-service quality management of a hotel website: a scale and implications for management*. Journal of Hospitality Marketing & Management, 2017. **26**(7): p. 694-716.
12. Law, R. and R. Wong, *Analysing room rates and terms and conditions for the online booking of hotel rooms*. Asia Pacific Journal of Tourism Research, 2010. **15**(1): p. 43-56.
13. Lee, Y. and K.A. Kozar, *Investigating the effect of website quality on e-business success: An analytic hierarchy process (AHP) approach*. Decision support systems, 2006. **42**(3): p. 1383-1401.
14. Escobar-Rodríguez, T. and E. Carvajal-Trujillo, *An evaluation of Spanish hotel websites: Informational vs. relational strategies*. International Journal of Hospitality Management, 2013. **33**: p. 228-239.
15. YILMAZ, E.S., *The effects on consumer behavior of hotel related comments on the Tripadvisor website: An Istanbul case*. Advances in Hospitality and Tourism Research (AHTR), 2020. **8**(1): p. 1-29.
16. Essawy, M., *Egyptian hotel marketing managers' perceptions of the Internet's impact on marketing*. Tourism and Hospitality Research, 2011. **11**(3): p. 207-216.
17. Happ, E. and Z.I. Horváth, *A study of digital marketing tools usage habits among Hungarian tourists*. Geo Journal of Tourism and Geosites, 2020. **32**(4): p. 1283-1289.
18. Orjuela, A., D.A. Escobar, and C.A. Moncada, *Conditions Of Territorial Accessibility Offered By The Network Of Sustainable Tourism Routes That Are Part*

- Of The Coffee Cultural Landscape-Colombia*. *Geo Journal of Tourism and Geosites*, 2020. **32**(4): p. 1290-1298.
19. Jawabreh, O., R. Mahmoud, and S.A. Hamasha, *Factors influencing the employees service performances in hospitality industry case study AQBA five stars hotel*. *Geo Journal of Tourism and Geosites*, 2020. **29**(2): p. 649-661.
 20. Mlambo, S.S. and I.O. Ezeuduji, *South Africa's Kwazulu-Natal Tourism Destination Brand Essence And Competitiveness: Tourists'perspectives*. *Geo Journal of Tourism and Geosites*, 2020. **32**(4): p. 1195-1201.
 21. Ali, B.J. and I.A.A. AlSondos, *Operational Efficiency and the Adoption of Accounting Information System (Ais): A Comprehensive Review of the Banking Sectors*. *International Journal of Management*, 2020. **11**(6).
 22. Ali, B.J., R. Bakar, and W.A.W. Omar, *The Critical Success Factors of Accounting Information System (AIS) And It's Impact on Organisational Performance of Jordanian Commercial Banks*. *International Journal of Economics, Commerce and Management*, 2016. **4**(4): p. 658-677.
 23. Ali, B.J., W.A.W. Omar, and R. Bakar, *Accounting Information System (AIS) and organizational performance: Moderating effect of organizational culture*. *International Journal of Economics, Commerce and Management*, 2016. **4**(4): p. 138-158.
 24. LEE, H.-J. and J.-H. LEE, *A Study on Effects of Repurchase Intention of Consumer Innovativeness and Website Characteristics: Focused on Consumer of Overseas Direct Purchase*. *The Journal of Industrial Distribution & Business*, 2021. **12**(2): p. 29-40.
 25. Widagdo, B. and K. Roz, *Hedonic shopping motivation and impulse buying: the effect of website quality on customer satisfaction*. *The Journal of Asian Finance, Economics, and Business*, 2021. **8**(1): p. 395-405.
 26. Alananzeh, O., et al., *The association among employees' communication skills, image formation and tourist behaviour: perceptions of hospitality management students in Jordan*. *International Journal of Culture, Tourism and Hospitality Research*, 2019.
 27. Jawabreh, O., H. Abdelrazaq, and A. Jahmani, *Business Sustainability Practice And Operational Management Inhotel Industry In Aqaba Special Authority Economic Zone Authority (ASEZA)*. *Geo Journal of Tourism and Geosites*, 2021. **38**(4): p. 1089-1097.
 28. Murphy, J., et al., *Report for explosion data acquired in the 1994 Los Angeles Region Seismic Experiment (LARSE 94), Los Angeles, California*. 1996, US Geological Survey.
 29. Li, X., Y. Wang, and Y. Yu, *Present and future hotel website marketing activities: Change propensity analysis*. *International Journal of Hospitality Management*, 2015. **47**: p. 131-139.
 30. Jakovic, B. and F. Galetic, *Marketing and commercial activities offered on Croatian five-star hotel web sites*. *Procedia Engineering*, 2014. **69**: p. 112-120.
 31. Scaglione, M., R. Schegg, and J. Murphy, *Website adoption and sales performance in Valais' hospitality industry*. *Technovation*, 2009. **29**(9): p. 625-631.
 32. Wan, C.-S., *The web sites of international tourist hotels and tour wholesalers in Taiwan*. *Tourism Management*, 2002. **23**(2): p. 155-160.
 33. Law, R. and B. Bai, *How do the preferences of online buyers and browsers differ on the design and content of travel websites?* *International journal of contemporary hospitality management*, 2008.
 34. Wong, J. and R. Law, *Analysing the intention to purchase on hotel websites: a study of travellers to Hong Kong*. *International Journal of Hospitality Management*, 2005. **24**(3): p. 311-329.

35. Chung, T. and R. Law, *Developing a performance indicator for hotel websites*. International journal of hospitality management, 2003. **22**(1): p. 119-125.
36. Law, R. and C. Cheung. *Weighing of hotel website dimensions and attributes*. in *ENTER*. 2005.
37. Alawamleh, H.A., et al., *The Challenges, Barriers And Advantages Of Management Information System Development: Comprehensive Review*. Academy of Strategic Management Journal, 2021. **20**(5): p. 1-8.
38. Salameh, A., et al., *From Citizens Overview: Which Antecedents' Can Assist to Increase Their Satisfaction Towards the Ubiquity of Mobile Commerce Applications?* International Journal of Interactive Mobile Technologies, 2020. **14**(17): p. 45-55.
39. Ali, B.J., A.A. Salameh, and M.S. Oudat, *The Relationship Between Risk Measurement And The Accounting Information System: A Review In The Commercial And Islamic Banking Sectors*. PalArch's Journal of Archaeology of Egypt/Egyptology, 2020. **17**(6): p. 13276-13290.
40. Shibly, M., et al., *The Relationship between Administrative Empowerment and Continuous Improvement: An Empirical Study*. Revista Geintec-Gestao Inovacao E Tecnologias, 2021. **11**(2): p. 1681-1699.
41. Giao, H., B. Vuong, and T. Quan, *The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam*. Uncertain Supply Chain Management, 2020. **8**(2): p. 351-370.