Title: Website adoption and performance by Iranian hotels

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Abstract: This study investigates the website adoption and performance of Iranian hotels. Using the content analysis technique, this study identifies 48 different features of the websites of 75 Iranian hotels. The findings show that Iranian hotels are at a very early stage of Internet adoption. The use of e-commerce is unlikely in the near future, as at present, none of the hotels offers online reservations. The results indicate that page ranking and the hotel star rating are significantly related to website performance. This investigation contributes to the limited research on e-commerce and hospitality in Iran.