

PolyU STEM Lecture Series

eTourism

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THE HONG KONG
POLYTECHNIC UNIVERSITY
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Opening Minds • Shaping the Future
啟迪思維 • 成就未來

Growth of the Internet and Online-Purchase

- > The Internet is mainly used for information search/dissemination, and for business transactions.
- > Total volume of U.S. online retail sales has reached 1.27 billion US dollars in 2017, and it is expected that it will reach 1 trillion by 2027.
- > Up to 2017, the number of Internet users in China reached more than 1000 million. Online payment and online trading in stocks are hot areas of growth.

Opportunities for Tourism Products

- > Making travel arrangements (hotel rooms and air tickets) through WWW are among the top 3 on-line purchases.
- > Many travel service/product suppliers provide online reservation systems for “real-time” purchase.
- > Founded by Microsoft – Expedia had a total revenue of US\$10.2 billion in 2017.

Customers' Benefits of Using the Internet

- > Directly communicate with suppliers
- > Purchase tourism products/services at any time and in any place
- > Easily arrange their own products/services

Suppliers' Benefits of Using the Internet

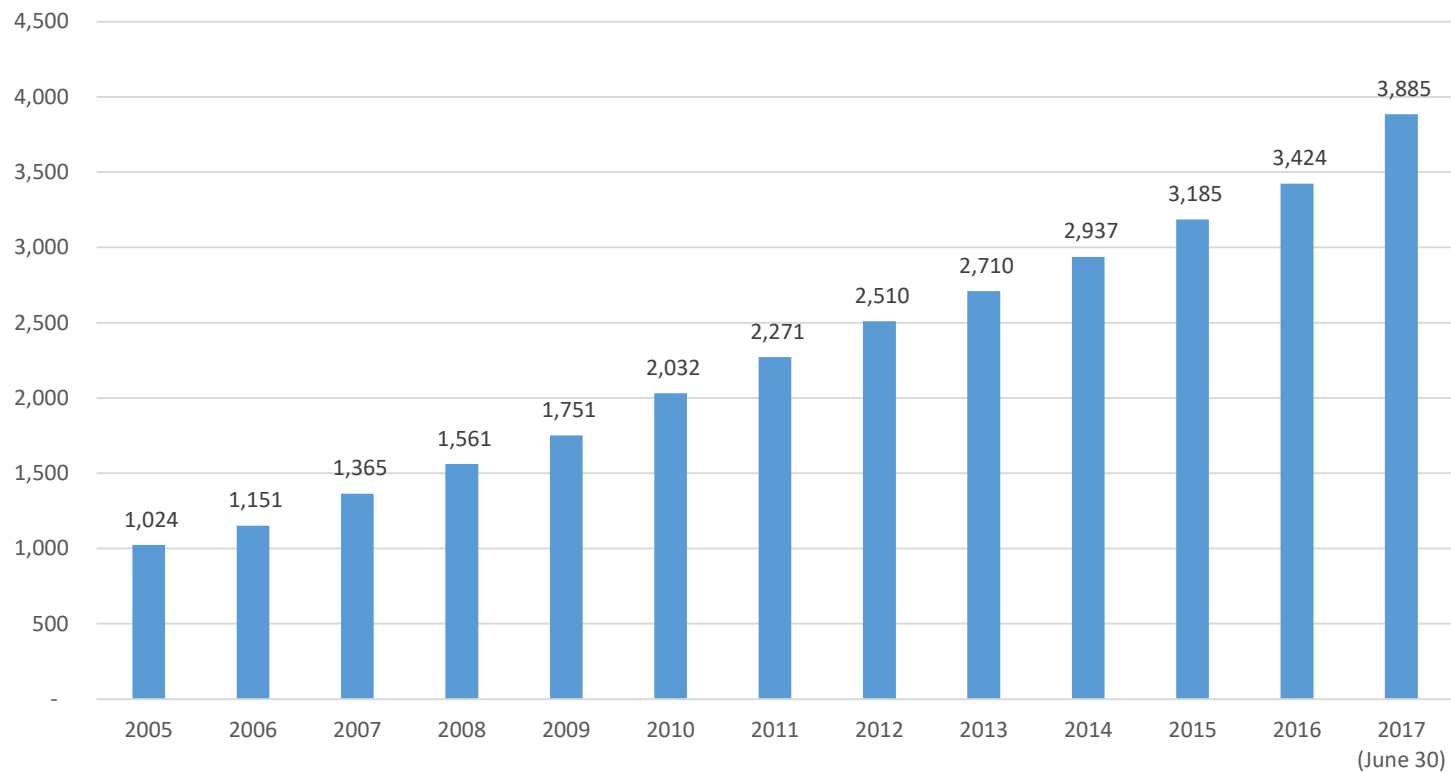
- > Set up a direct link of communications with their customers
- > Sell products/services globally at any time
- > Remotely control their servers to display services/products
- > Able to understand each customer's needs, and therefore deliver tailor-made products

Suppliers' Benefits of Using the Internet

- > Eliminates unequal barriers for customers and suppliers
- > Companies with different backgrounds can now equally compete with each other
- > Lower distribution costs
- > Better revenues
- > Larger market share

Use of the Internet

Worldwide Internet Users (millions)



Source: <http://www.statista.com/statistics/273018/number-of-internet-users-worldwide/>

Internet Use

Top Ten Countries (June 30, 2017)

Country	Internet users in 2017 (in millions)	Penetration rate (percentage)
1. China	739	53.20%
2. India	462	34.40%
3. The United States	287	87.90%
4. Brazil	139	65.90%
5. Indonesia	133	50.40%
6. Japan	118	94.00%
7. Russia	110	76.40%
8. Nigeria	92	47.70%
9. Bangladesh	73	44.50%
10. Mexico	72	56.00%

Source: <http://www.internetlivestats.com/internet-users>

Website Evaluation

Some research findings

Website Evaluations

> Usability: Ease-of-use

Performance Measurement of Hotel Websites

> Usability Criteria

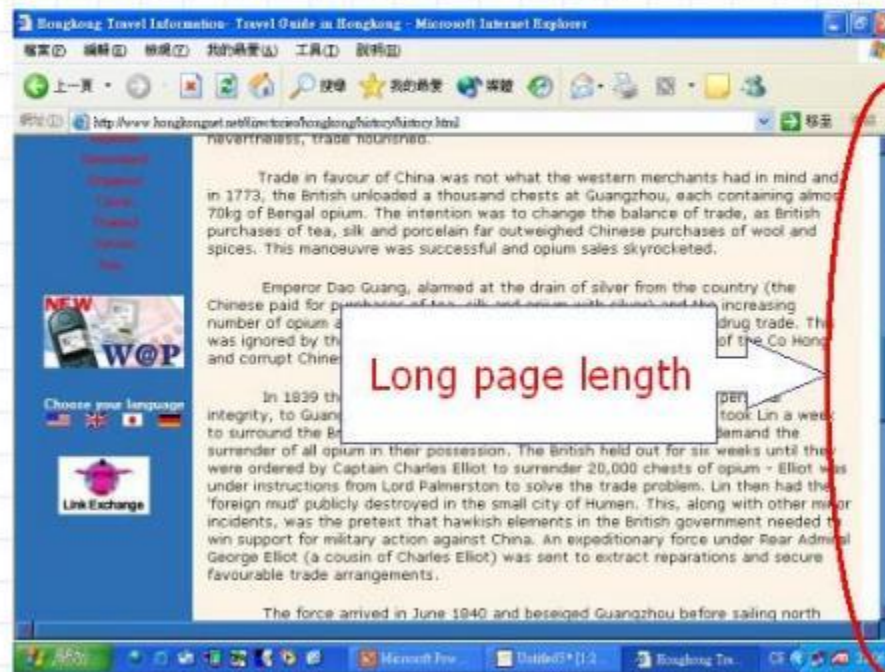
- Language
- Layout & graphics
- Information architecture
- User interface and navigation
- General

Performance Measurement of Hotel Websites

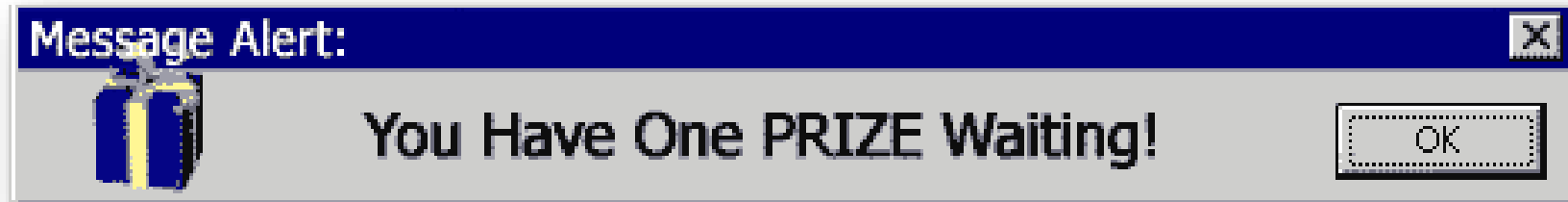


Performance Measurement of Hotel Websites

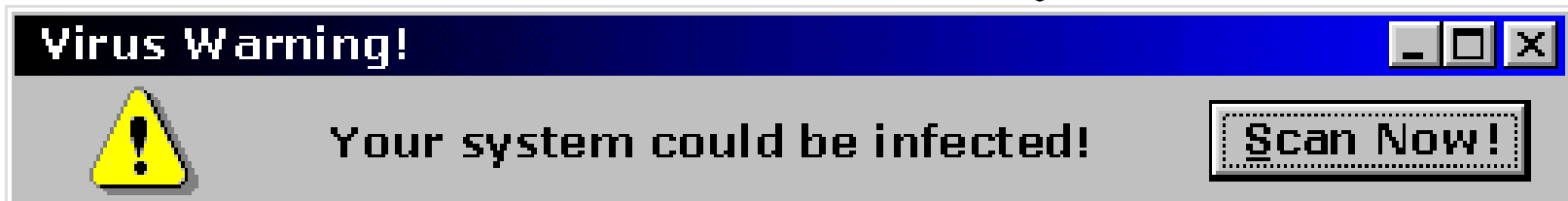
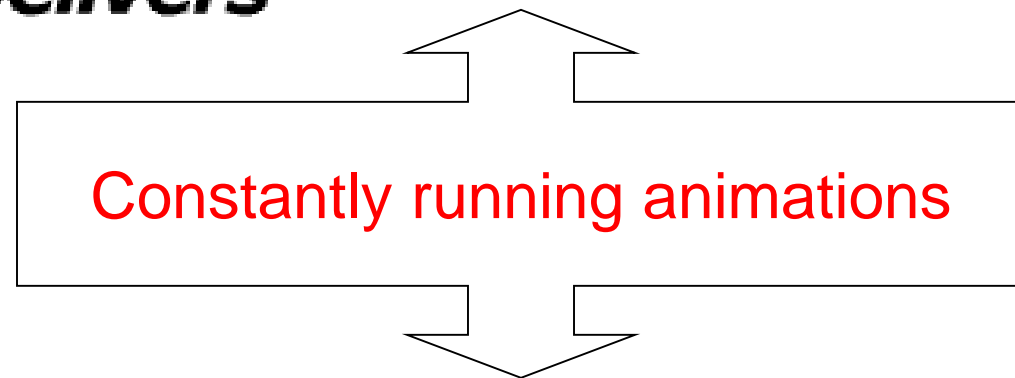
Pages longer than 4 screens in length



Performance Measurement of Hotel Websites



click *Agents Delivers*



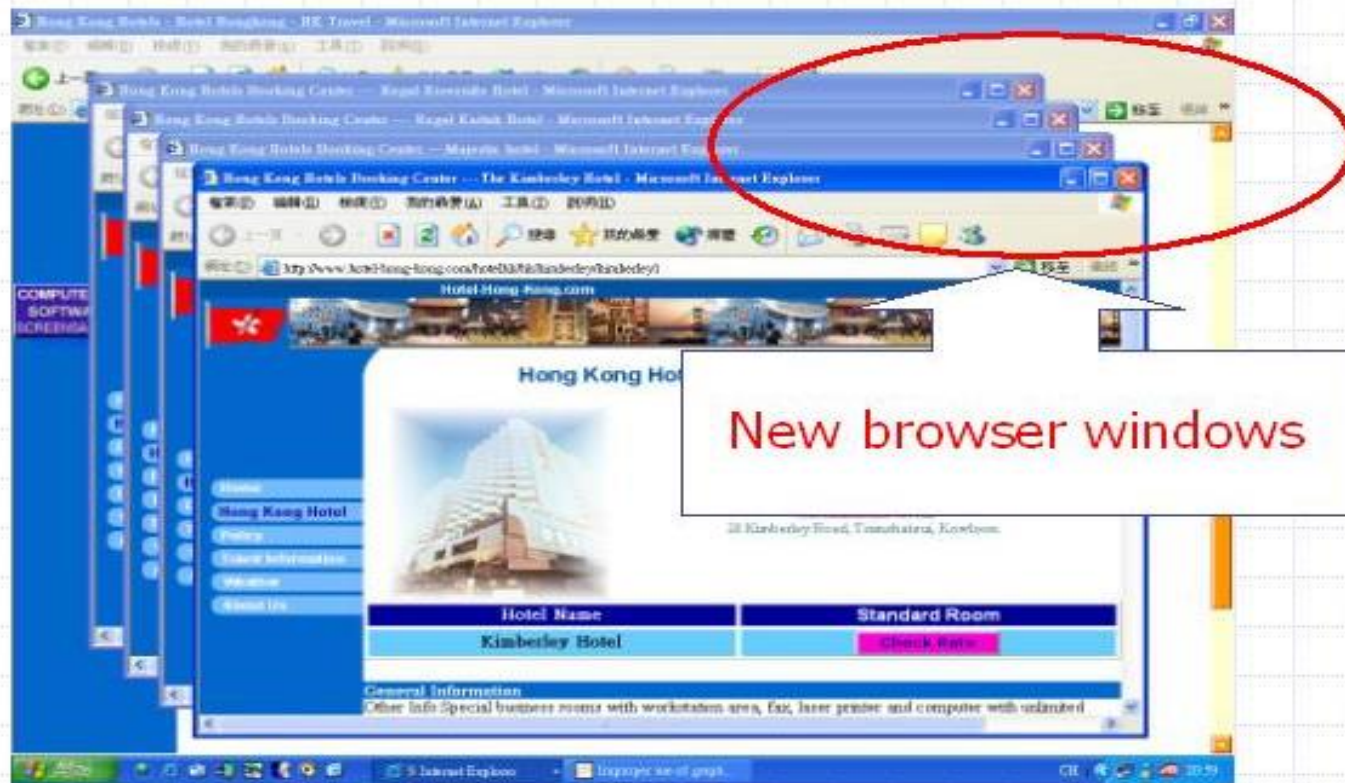
Performance Measurement of Hotel Websites

Functional design that looks like advertising



Performance Measurement of Hotel Websites

Opening new browser windows



Performance Measurement of Hotel Websites

Long download time over 10 seconds

It takes 30 seconds to download the requested map

Website Visibility

Some research findings



Website Visibility

Table 4.1.3. Summary of other status – HK

Hong Kong Hotel	StarS	Google	Yahoo	MSN	AOL	Sina HK	BaiDu	YiSou	3721	SoHu	Sina B
Concourse	3			M			B			SO	SB
Conrad	5						B				
Eaton HK	4	G	Y	M	A	S	B	YI	3	SO	SB
Excelsior	4	G	Y	M	A	S		YI			
Four Seasons HK	5			M							
Gold Coast	5			M							
Grand Hyatt	5	G	Y		A	S		YI	3		
Holiday Inn Golden Mile	4			M							
Hyatt Regency	4		Y					YI			
Imperial	3						B				
InterContinental Grand Stanford	5			M							
InterContinental HK	5	G	Y	M	A	S		YI	3	SO	
Kimberley	4									SO	
Kowloon Hotel	4	G			A						
Langham Place	5				A						
Mandarin Oriental	5			M							
Marco Polo HK	4	G	Y		A	S					
Miramar	4						B				
New Harbour	3									SO	
New World Renaissance	4			M							
Newton HK	3		Y					YI	3		SB
Nikko	5	G	Y	M	A	S		YI	3	SO	
Panda	3									SO	
Park	3	G		M	A	S					
Park Lane	4						B				
Peninsula	5	G	Y	M	A	S		YI	3		
Ramada HK	3					S					
Regal HK	5	G			A	S		YI			
Sheraton HK	5	G	Y	M	A	S		YI			
Stanford Hillview	3						B		3	SO	SB
Stanford HK	3						B	YI	3	SO	SB
#EverGreen Hotel	3		Y	M			B			SO	
#Newton Inn	3					S				SO	SB
Disneyland Hotel	5	G	Y		A	S		YI	3		
Harbour Plaza Resort City	4	G			A	S				SO	
Renaissance Harbour View	5			M							

(Note: # indicates a non-HKHA-member hotel).

Adoption of Digital Footprints



Adoption of Digital Footprints

- > Traditional tourism data collection usually includes surveys, and interviews.
- > Adoption of digital footprint (e.g., photos) is a new approach that address the challenges of fully capturing and understanding the behavior of international tourists.
- > It can provide useful practical implications for destination development, transportation planning, and impact management.

The Case of Hong Kong

> The research objectives are

- to extract geographical information from geotagged photos posted online and to analyze tourist travel behavior;
- to identify the attractions of interest (AOI) to tourists with different profiles;
- and to identify the travel behaviors of tourists, travel route and travel time

> Method:

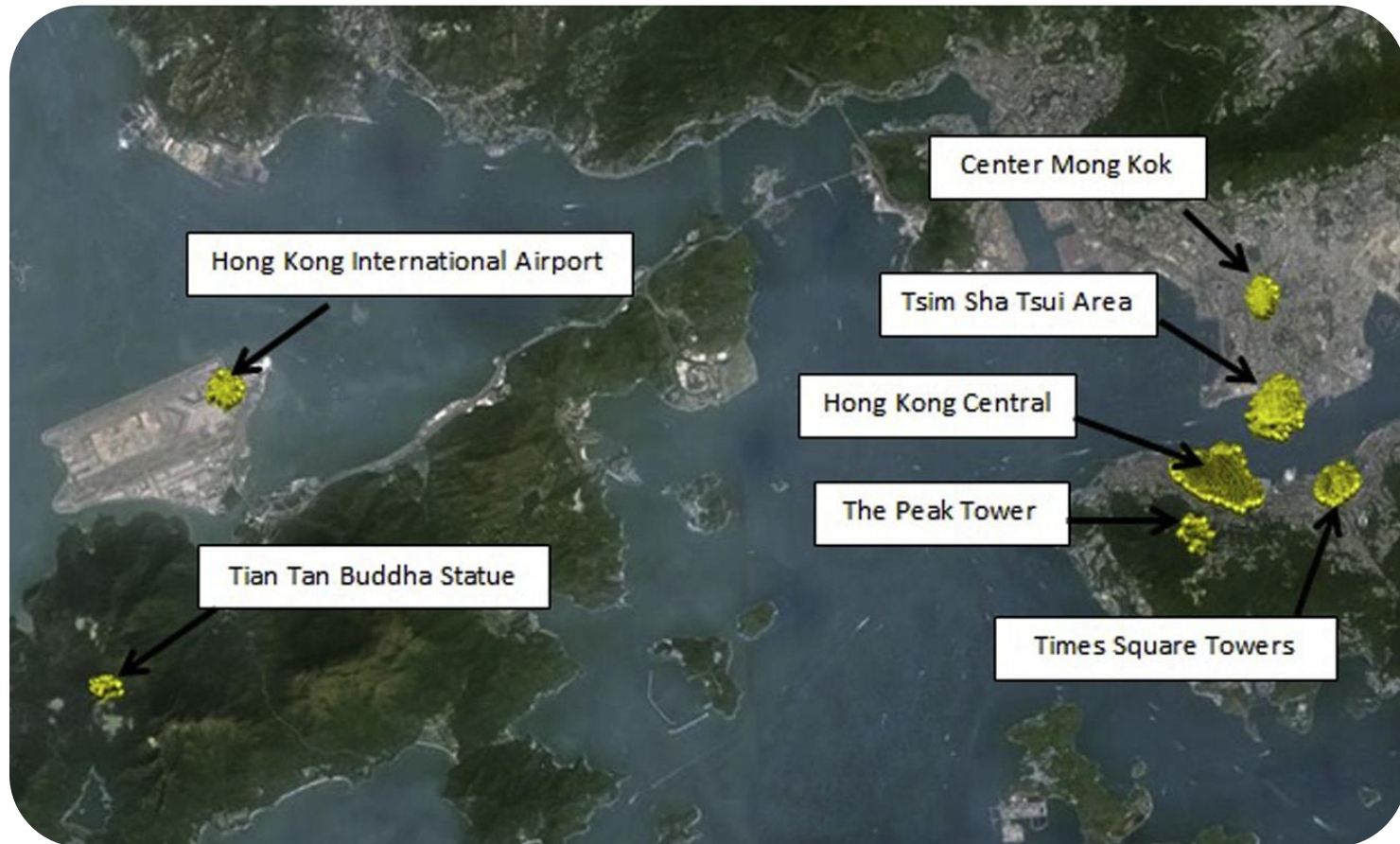
- 29,443 photos collected from 2100 inbound tourists to Hong Kong from 2011 to August 28, 2013 .

The Case of Hong Kong



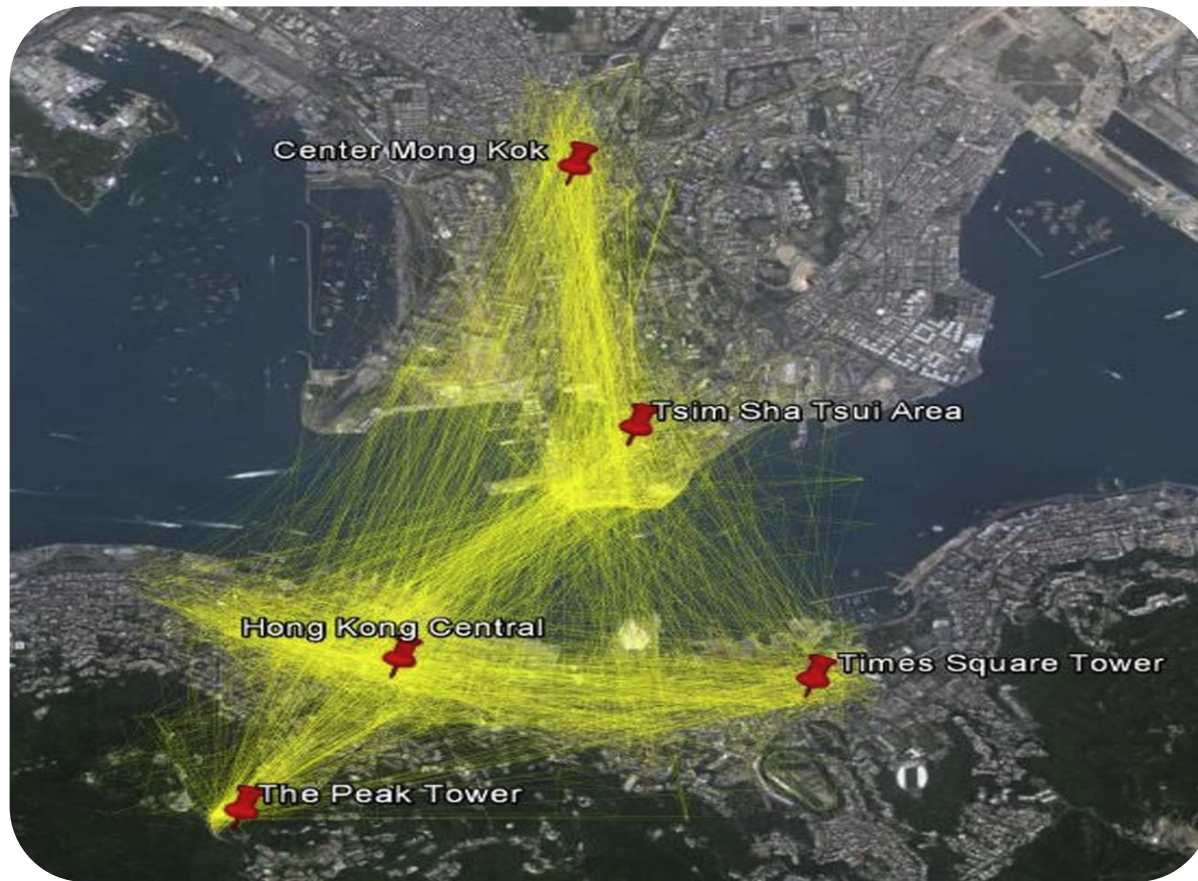
Photo locations of Hong Kong inbound tourists

The Case of Hong Kong



Areas of interest for inbound tourists

The Case of Hong Kong



Movement trajectory of tourist generated from geotagged photos

The Case of Hong Kong

- > By exploiting the socially generated and user-contributed geotagged photos, the behavior of tourists is fully captured.
- > Insight into tourist travel behaviors is crucial for managers to engage in strategic planning and decision making to create a sustainable tourism industry.

A Comparison between 5-star Hotel in the World and in China

- > Websites of 5-star hotels in the World
- > Websites of 5-star hotels in China

In the past

An Example of 5-star Hotel in the World (Guestrooms)

The screenshot displays the website for Sooke Harbour House, a 5-star hotel. It features several sections: a gallery of guestroom photos, a 'Guestrooms' section with a testimonial, a 'Room rates' table, a 'Services' section, and a 'Guestroom facilities' list. A map at the bottom shows the location of the hotel buildings.

photos of guestrooms features

special promotion

room rates

Room #	Cdn. Room Rate	US Room Rate (approx.) are shown in green.
8,11,15	\$280.00	\$195.00
7,9,12,15,28	\$330.00	\$225.00
1,3,6,10	\$390.00	\$270.00
16-24,26	\$420.00	\$290.00
2,4,5,14,25,27	\$490.00	\$340.00

services

guestroom facilities

- private balcony or terrace,
- striking views of the ocean and mountain
- a unique collection of antiques and art
- a private bath (some rooms have a jetted
- bath robes and hairdryers,

locations of guestrooms

An Example of 5-star Hotel in China (Guestrooms)

Guangdong International Hotel - Facilities

Location & Access
Conveniently situated in the center of Guangzhou's growing corporate business and financial center, near major parks, shops, restaurants and sporting areas. Just 20 minutes from Bai Yun International Airport, 15 minutes from the Express Railway Station and Guangzhou Trade Fair Exhibition Hall.

Rooms & Apartments
Spaciously designed to emphasize comfort and convenience, boasting the best views of Guangzhou. [Rates](#)

Meetings, Conferences & Sp
Well equipped and professionally

Restaurants, Bars & Entertai
Enjoy, Cafe La, Le Gril (French Atrium Lounge (pool & smoker

Fitness
Extensive lifting and aerobic gym

Guangdong International Hotel - Room Rack Rates (40% Online Discount)

702 comfortable rooms including 282 spacious suites, all luxuriously appointed with spectacular panoramic views of the city and surrounding countryside. All Deluxe Suites feature private facsimile machines and safe deposit boxes. For business travelers, the Guangdong International Hotel offers an Executive Floor with butler services, and apartment suites for long staying guests. All hotel rooms are equipped with the latest technology and safety systems.

The rates listed below are effective now and subject to change without notice. All rates given are quoted in U.S. dollars, and subject to 15% government tax and service charges.

Room Category	Single/Double	Executive Floor
Standard Plaza Room	140	170
Deluxe Suite (Suite)	170	210
...

no independent page, need to click to enter

no photo of guestrooms, just describes the facilities in a simple way




room rates

At present

An Example of 5-star Hotel in the World (Guestrooms)

The screenshot displays the Aman website interface. At the top, the Aman logo is centered, with a hamburger menu icon on the right. Below the logo, the hotel name "Amanfayun" is prominently displayed, followed by its location "Hangzhou, 33 China" and phone number "(86) 571 8732 9999". A navigation bar includes a "Back" button, the "ROOMS & RATES" title, and dropdown menus for "China Yuan Renminbi" and "English - US". The stay details section shows "Your stay: Monday, September 18, 2017 - Tuesday, September 19, 2017" and "Guests: 1 Adult", with a "Modify" link. Below this are buttons for "View By Rate" and "View By Room", along with a "Refine Results" button. The "Standard Daily Rate" section lists inclusions: "Daily breakfast for two", "In-room minibar", and "Access to Feilaifeng Scenic Area and Lingyin Temple for two once a day". A "Policies Read More" link is also present. On the right, a price box shows "FROM 5,100 CNY / Night Excluding Taxes & Fees" with a "VIEW AVAILABLE ROOMS" button. A blue callout bubble with the word "price" points to the price information.

An Example of 5-star Hotel in the World (Guestrooms)

																				
<h3>Village Room</h3>	<h3>Village Suite</h3>	<h3>Deluxe Village Suite</h3>																		
<p>The 16 Village Rooms measure 66m² (710sq.ft) on average and offer courtyard or forest views. Most open to private or semi-private courtyards with an informal outdoor dining and lounging area.</p>	<p>Larger than the Village Rooms at 88m² (947 sq.ft), Village Suites are beautifully furnished in traditional Jiangnan style. Some offer separate bedrooms while others feature twin writing desks or daybeds.</p>	<p>The spacious Deluxe Village Suites cover 135m² (1453sq.ft) and some offer private massage facilities. Several are duplexes, with living areas downstairs and bedrooms and bathrooms upstairs overlooking the village and forest.</p>																		
<ul style="list-style-type: none"> • Courtyard or forest views • King-size bed • Daybed, writing desk • Bathroom with twin vanities • Separate shower/toilet • Fine calligraphy artwork • WiFi, TV, sound system, safe • Air conditioning, under-floor heating 	<ul style="list-style-type: none"> • Courtyard or forest views • King-size bed • Daybed, writing desk • Bathroom with twin vanities • Separate shower/toilet • Fine calligraphy artwork • WiFi, TV, sound system, safe • Air conditioning, under-floor heating 	<ul style="list-style-type: none"> • Courtyard or forest views • Bedroom with king-size bed • Living area • Daybed, sofa, writing desk • Dining area • Bathroom with twin vanities • Separate shower/toilet • Fine calligraphy artwork • WiFi, TV, sound system, safe • Air conditioning, under-floor heating 																		
<p>5,100 CNY / Night Excluding Taxes & Fees</p>	<p>5,700 CNY / Night Excluding Taxes & Fees</p>	<p>6,900 CNY / Night Excluding Taxes & Fees</p>																		
<table border="0"> <tr> <td>Room Charges</td> <td>5,100 CNY</td> </tr> <tr> <td>Tax</td> <td>765 CNY</td> </tr> <tr> <td>Fees</td> <td>0 CNY</td> </tr> </table>	Room Charges	5,100 CNY	Tax	765 CNY	Fees	0 CNY	<table border="0"> <tr> <td>Room Charges</td> <td>5,700 CNY</td> </tr> <tr> <td>Tax</td> <td>855 CNY</td> </tr> <tr> <td>Fees</td> <td>0 CNY</td> </tr> </table>	Room Charges	5,700 CNY	Tax	855 CNY	Fees	0 CNY	<table border="0"> <tr> <td>Room Charges</td> <td>6,900 CNY</td> </tr> <tr> <td>Tax</td> <td>1,035 CNY</td> </tr> <tr> <td>Fees</td> <td>0 CNY</td> </tr> </table>	Room Charges	6,900 CNY	Tax	1,035 CNY	Fees	0 CNY
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Fees	0 CNY																			
<p>Total Rate 5,865 CNY</p>	<p>Total Rate 6,555 CNY</p>	<p>Total Rate 7,935 CNY</p>																		

Detailed descriptions

An Example of 5-star Hotel in the World (Guestrooms)

Village Room

The 16 Village Rooms measure 66m²



Room
price

Total

Total Rate 3,865 CNY

[View price breakdown >](#)

SELECT

34

An Example of 5-star Hotel in the World (Guestrooms)

Amanfayun
Hangzhou, 33 China Phone: (86) 571 8732 9999

[Back](#) CHECKOUT China Yuan Renminbi English - US

Your stay: Monday, September 18, 2017 - Tuesday, September 19, 2017 Guests: 1 Adult Total Rate: 5,865 [Modify or book another room](#)

Indicates Required field.

Guest Information

Title First Name

Last Name E-mail Address

Retype Your E-mail Address

Address

Company Name Country

Address City

State/Province Postal Code

Daytime Phone

An Example of 5-star Hotel in China (Guestrooms)

White Swan Hotel +86 20 81886968

about us Rates **Rooms** Flexible Dates View Sort By

Deluxe Room City View King Bed

2 PHOTOS

Floor-to-ceiling windows frame a stunning panoramic view of the Guangzhou skyline from a spacious and stylishly furnished room...

+ SHOW ROOM INFO

BEST AVAILABLE RATE

Your credit card will serve as a guarantee to hold the room.

CNY 1,400 avg. per night

Book Now

The picture occupies too much space.

Price is not the focal point.

An Example of 5-star Hotel in China (Guestrooms)



Deluxe Room City View King Bed

Room Facilities / Amenities:

- HIDE

- 220 AC
- Air Conditioning
- Accessible Light Switch
- Adapter Plugs avail.
- Auto Wake Up Call
- Bathroom Amenities
- Bedside Telephone
- Bathrobe
- Bath Tub
- Shower Cap
- Cordless Phone
- Coffee/Tea Maker
- Clothes Press
- Color TV
- 220 DC
- Dry Cleaning
- Direct Dial Phone
- Desk
- Dataport
- Emergency Codes/Buttons in Room
- Free Newspaper
- Full size mirror
- Hairdryer
- Handicapped Facilities
- High Definition TV
- Internet Access
- Iron/Ironing Board
- Large Safe for Laptop
- Mini Bar
- Movie Channels

Layout is not appropriate.

Too much information.

An Example of 5-star Hotel in China (Guestrooms)

New Search
Manage your Reservation / Register
3

YOUR DETAILS
REVIEW RESERVATION
CONFIRMATION

SIGN IN TO BOOK FASTER
>>

NAME

Salutation ▼

First Name Last Name

CONTACT DETAILS

Email Address

PAYMENT OPTIONS

Your credit card will be used to guarantee your booking for late arrival - it will not be charged.

CARD DETAILS

Name On Card

Card Number Expiry Date

I want to enter a billing address.

I am booking on behalf of someone else.

I want to enter my flight details.

FREQUENT FLYER CARD INFORMATION

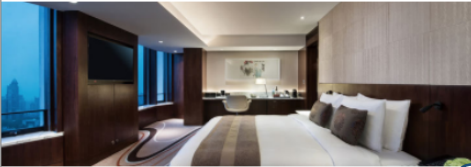
Membership Type ▼ Membership Number

I would like to receive special offers via email and enroll in Peakpoints to start earning loyalty rewards.

YOUR RESERVATION

White Swan Hotel

Deluxe Room City View King Bed
BEST AVAILABLE RATE



🗑️


Deluxe Room City View King Bed @ White Swan Hotel, for 1 adult arriving 9/18/2017 for 1 night on the BEST AVAILABLE RATE.

Cancellation policy: Cancellations are not possible without incurring a charge. Penalty charge for cancellation is 1 night.

Rate Total:	CNY 1,400
Sales Tax:	CNY 210
Room Total:	CNY 1,610

White Swan Hotel

Deluxe Room River View King Bed
BEST AVAILABLE RATE



Layout is not appropriate.

Findings

- > **In the past,**
- > Many websites of 5-star hotels in China are online brochures with simple photos and text descriptions.
- > Websites of 5-star hotels in the World are interactive reservation platform, with full details of hotel features.

- > **At present,**
- > Compared with the website performance of 5-star hotels in the World, the performance of 5-star hotels in China has been improved in terms of information display and ease of use.

Implications & Conclusions



What Should the Industries Do?

- > Cooperation among different businesses in the virtual environment
 - strategic alliance?

What Should the Industries Do?

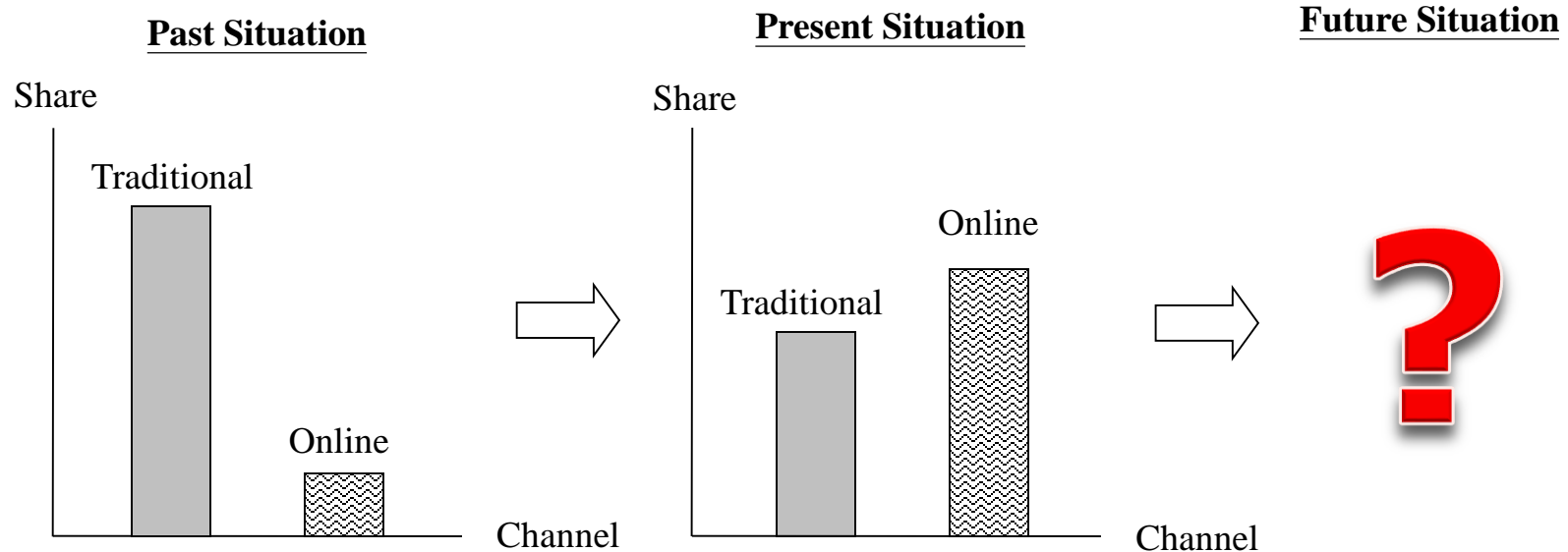
- > Use the Internet as a major distribution channel in order to achieve direct communications with customers.
- > Be aware of the rapid pace of technological advancements (which may make business strategies that are highly successful today obsolete in the future).

What Should the Industries Do?

- > Be flexible and adaptable at all times.
- > Develop websites that are more accessible, more price competitive, and more user-friendly.

A Future Framework

Share of travel reservation services through traditional channel versus online channel





> Contact information

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