

# Exploring The Impact Of Artificial Intelligence On The Business Performance Of Star Hotels

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## Abstract

The integration of Artificial Intelligence (AI) has transformed the hospitality industry, particularly in star-rated hotels, by enhancing operational efficiency, customer experience and overall business performance. This study examines the impact of AI adoption on the business performance of star hotels, focusing on key areas such as service automation, personalised customer service, revenue management and operational efficiency. The research explores opportunities created by AI-driven technologies, including chatbots, recommendation systems and predictive analytics, while addressing challenges such as high implementation costs, data privacy concerns and skill requirements. A mixed-method approach involving quantitative data collection through structured questionnaires and qualitative insights from industry experts was employed. The findings reveal that AI adoption positively influences customer satisfaction, service quality and profitability while highlighting potential risks and barriers. The study provides strategic recommendations for hotel managers and policymakers to leverage AI technologies effectively, ensuring competitive advantage and sustainable growth in the evolving hospitality landscape.

**Keywords:** Artificial Intelligence (AI), Star-rated hotels, Business performance, Service Quality, Personalised customer service, Revenue management, Operational efficiency

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## I. Introduction

The hospitality industry, particularly star-rated hotels, is transforming due to the integration of Artificial Intelligence (AI). AI technologies have introduced innovative ways to enhance customer service, streamline operations and optimise revenue management, significantly impacting the business performance of hotels. AI-driven tools like chatbots, recommendation systems and predictive analytics have redefined customer interactions by enabling personalised services and efficient responses to customer queries. These advancements improve operational efficiency and contribute to higher customer satisfaction and loyalty, fostering a competitive edge in the dynamic hospitality market. Despite its potential benefits, the adoption of AI in star hotels is accompanied by challenges such as high implementation costs, data security concerns and the need for skilled personnel to manage AI systems. Understanding these opportunities and challenges is crucial for hotel managers and policymakers to harness the full potential of AI technologies while mitigating risks. This study aims to bridge the knowledge gap by examining the impact of AI on the business performance of star-rated hotels. Through a mixed-method research approach, the study explores how AI adoption influences key aspects such as service quality, profitability and customer satisfaction while identifying barriers to its effective implementation. The findings are intended to provide actionable insights and strategic recommendations for stakeholders in the hospitality sector, enabling sustainable growth in a technology-driven future.

## II. Literature Review

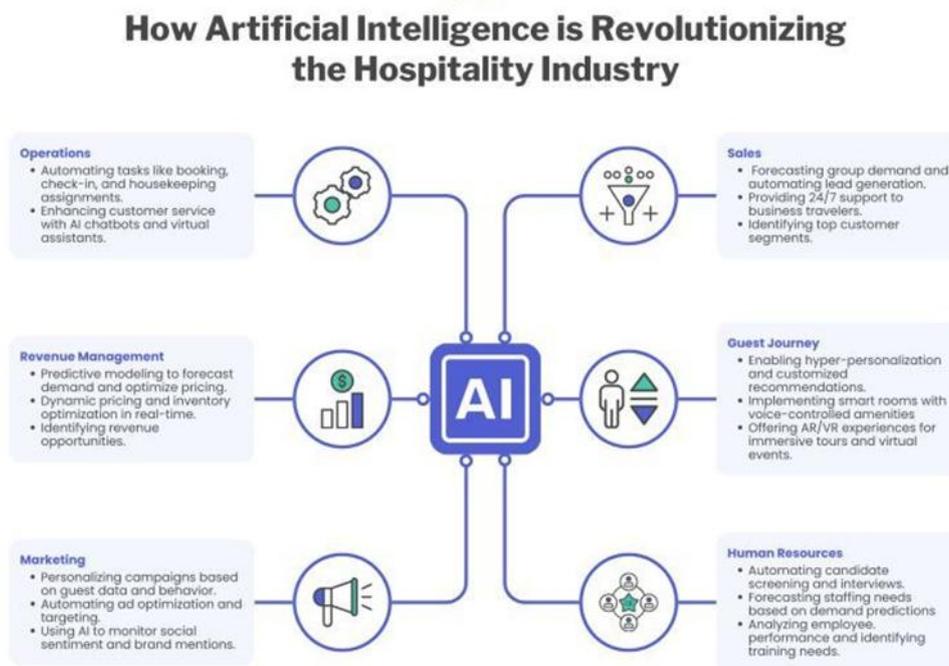
AI integration partially impacts the guest experience, but its effectiveness is contingent upon maintaining a balanced approach that preserves the essential human touch in guest services. AI in hospitality by providing updated empirical data on guest perceptions and by highlighting specific AI applications that could enhance guest experiences (Acharya, P & Mahapatra, S.S. 2024). Customers perceive a higher level of perceived usefulness, perceived ease of use and anthropomorphism when AI-EVA is branded (vs off-brand). Perceived usefulness positively affects customers' intention to use and to spread positive word-of-mouth. Anxiety about using AI-enabled devices and privacy concerns inhibit customers' intention to use AI-EVA. Anthropomorphism increases customers' willingness to spread positive word-of-mouth. Construal level moderates the effect of the brand of AI-EVAs on perceived ease of use and anthropomorphism. Hotel scale moderates the effect of the brand on perceived usefulness. (Cai et al. 2022).

The growth of technology has resulted in the use of state-of-the-art systems such as artificial intelligence (AI) and robot-based applications and services in the hotel industry. (Nam et al. 2021). The advent of machines powered by artificial intelligence (AI) and robotics technologies has already strongly influenced the hospitality industry and the effects of its replacement upon the human workforce have been a highly debated topic (Jun et al. 2019).

The service environment is the strongest predictor of a hotel's ability to meet guests' expectations and provide them with value in this context, which is inconsistent with findings in upscale and luxury hotels (Rauch et al. 2015). POS has a significant effect on employees' TI (compared with FPOS, CPOS and APOS are more prominent), POS has a significant effect on PVAI from employees, PVAI has a significant effect on employees' TI and plays a significant mediating role (the effect size is 50.557%) between POS and TI in luxury hotels (Li et al. 2023).

### Impact of Artificial Intelligence on the Business Performance

In the hospitality industry, Artificial Intelligence (AI) refers to the deployment of advanced technologies designed to automate processes, enhance customer service and optimise operational efficiency. AI applications in hotels include booking management systems, contactless check-in solutions and customer support facilitated by chatbots and virtual assistants. These technologies enable hotels to streamline reservation processes, address guest inquiries and provide personalized recommendations, thereby improving the overall guest experience and operational effectiveness.



Source: hoteltechreport.com

### Research Objectives

1. To assess the role of AI technologies in enhancing service quality and operational efficiency in star-rated hotels.
2. To identify and evaluate the challenges and barriers to AI adoption in star-rated hotels.
3. To explore the overall impact of AI adoption on star-rated hotels' business performance and competitiveness.

### Hypothesis

*H0: There is no significant relation between Artificial Intelligence and operational efficiency in the hotel industry*  
*H0: There is no significant relation between Artificial Intelligence in hotels and overall Performance appraisal in the hotel industry*

### III. Research Methodology

This study utilised a descriptive research design with a mixed-method approach, integrating quantitative and qualitative data to examine the impact of AI adoption on the business performance of star-rated hotels. A stratified random sampling method was employed to select 50 hotels representing various star ratings and

locations. Data collection involved structured questionnaires using a 5-point Likert scale to assess AI's influence on service quality, operational efficiency and overall business performance, complemented by qualitative insights gathered through interviews with hotel managers and decision-makers. Secondary data were obtained from academic journals, industry reports and case studies. Quantitative analysis was conducted using SPSS and AMOS, applying techniques such as t-tests, ANOVA and correlation. The reliability of the questionnaire was confirmed through Cronbach's Alpha, while validity was established via expert reviews and pilot testing. The study's findings offer valuable insights into the role of AI in enhancing operational efficiency and business outcomes, as well as the challenges associated with its implementation.

The study encompassed 50 hotels across one-star to five-star categories, ensuring representation of various hotel classifications. Purposive sampling was employed to facilitate data collection, targeting hotel managers and decision-makers directly involved in AI adoption and implementation processes.

**Reliability and Validity of Dataset**

Reliability Statistics	
Cronbach's Alpha	N of Items
.738	18

Source: Primary Data

The Cronbach's Alpha value of 0.738 indicates a moderate to good level of internal consistency or reliability for the scale or instrument used in this study. With 18 items in the measure, this suggests that the items are generally correlated and that the scale reliably measures the underlying construct. A Cronbach's Alpha above 0.7 is typically considered acceptable, although higher values (closer to 1.0) would indicate even stronger reliability

ANOVA with Tukey's Test for Nonadditivity							
		Sum of Squares	df	Mean Square	F	Sig	
Between People		74.710	39	1.916			
Within People	Between Items	269.262	17	15.839	31.534	.000	
	Residual	Nonadditivity	41.095 <sup>a</sup>	1	41.095	93.192	.000
		Balance	291.921	662	.441		
		Total	333.015	663	.502		
Total		602.278	680	.886			
Total		676.987	719	.942			
Grand Mean = 4.46							
<i>a. Tukey's estimate of power to which observations must be raised to achieve additivity = 6.412.</i>							

The results suggest significant non additivity between items, as evidenced by the highly significant F-values for both the residual non additivity (93.192) and between items (31.534). This indicates that the model's assumptions may not be fully additive and further adjustments or modelling might be needed to address these non-additive effects. Tukey's estimate of 6.412 shows that to reach additivity, the data would require significant transformations or different analytical approaches.

**IV. Findings And Discussions**

Hotel category					
		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	One star	16	32.0	32.0	32.0
	Two star	11	22.0	22.0	54.0
	Three Star	11	22.0	22.0	76.0
	Four Star	3	6.0	6.0	82.0
	Five Star	9	18.0	18.0	100.0
	Total	50	100.0	100.0	

(Source: Primary Data)

The table reveals that the majority of hotels in this dataset are concentrated in the budget to mid-range categories, with 32% falling under One-Star and 22% each in Two-Star and Three-Star categories, together comprising 76% of the total. This suggests a higher demand for affordable and moderately priced accommodations. In contrast, only 6% of the hotels are Four-Star and 18% are Five-Star, indicating that luxury hotels represent a smaller portion of the market. Overall, the data implies that most travellers in this region or market tend to prefer budget and mid-range options, with luxury accommodations being relatively rare.

Types of customer					
		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Business travelers	10	20.0	20.0	20.0

Leisure Travellers	11	22.0	22.0	42.0
Family travelers	17	34.0	34.0	76.0
Mixed clientele	12	24.0	24.0	100.0
Total	50	100.0	100.0	

(Source: Primary Data)

The table illustrates the distribution of customers based on their travel purposes. The largest group, Family Travelers (34%), makes up the majority, followed by Leisure Travelers (22%) and Mixed Clientele (24%), which together account for 46% of the total. Business Travelers constitute 20%, representing the smallest group. This suggests that most customers are travelling for leisure or family-related purposes, with a notable portion of mixed groups also present, while business travel appears to be less common in this sample. The cumulative data highlights that a significant 76% of the clientele is either family-oriented, leisure-focused or a mix of different types, pointing to a more casual or recreational customer base in the region or market.

*H0: There is no significant relation between Artificial Intelligence and operational efficiency in the hotel industry*

		Correlations			
		Operational Efficiency	Enhance overall service quality	Reduce operational cost	Maintenance of service quality
Operational Efficiency	Pearson Correlation	1	.219	.712**	.239
	Sig. (2-tailed)		.127	.000	.095
	N	50	50	50	50
Enhance overall service quality	Pearson Correlation	.219	1	-.176	.826**
	Sig. (2-tailed)	.127		.221	.000
	N	50	50	50	50
Reduce operational cost	Pearson Correlation	.712**	-.176	1	-.145
	Sig. (2-tailed)	.000	.221		.313
	N	50	50	50	50
Maintenance of service quality	Pearson Correlation	.239	.826**	-.145	1
	Sig. (2-tailed)	.095	.000	.313	
	N	50	50	50	50

\*\* . Correlation is significant at the 0.01 level (2-tailed).  
(Source: Primary Data)

The table presents the Pearson correlation coefficients between four variables: Operational Efficiency, Enhance Overall Service Quality, Reduce Operational Cost and Maintenance of Service Quality. A strong positive correlation is observed between Operational Efficiency and Reduce Operational Cost ( $r = 0.712$ ,  $p < 0.01$ ), suggesting that as operational efficiency increases, operational costs tend to decrease. There is also a significant positive correlation between enhanced overall Service Quality and Maintenance of Service Quality ( $r = 0.826$ ,  $p < 0.01$ ), indicating that improving overall service quality is closely linked to maintaining consistent service quality. However, the correlation between enhanced overall Service Quality and Reduce Operational Costs is weak and negative ( $r = -0.176$ ,  $p = 0.221$ ), implying that efforts to enhance service quality might not directly relate to reducing costs. Additionally, Operational Efficiency shows a weak positive correlation with Maintenance of Service Quality ( $r = 0.239$ ,  $p = 0.095$ ), but this relationship is not statistically significant. Overall, the table highlights strong associations between operational efficiency and cost reduction, as well as between service quality improvement and maintenance, with less clear connections to operational efficiency in terms of service quality maintenance. Let the  $H_0$  be rejected.

*H0: There is no significant relation between Artificial Intelligence implementation and overall Performance appraisal in hotel industry*

One-Sample Test for AI implementation and Overall Performance appraisal in Hotel Industry						
Items	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Reduce Check in and out time	68.861	49	.000	4.660	4.52	4.80
Reduce human error	71.794	49	.000	4.700	4.57	4.83
Increase accuracy and timing	38.536	49	.000	4.640	4.40	4.88
Solving problems in operational activities	87.822	49	.000	4.820	4.71	4.93

Source: Primary Data

The table presents the results of a t-test conducted on four operational items, with a test value of 0. The findings reveal statistically significant mean differences for all items, as indicated by the Sig. (2-tailed) value of

.000, which is below the conventional alpha level of 0.05. This suggests strong evidence that the mean ratings for these items are significantly greater than zero. Specifically, the mean differences, along with their 95% confidence intervals, indicate high levels of agreement with the statements. For "Reduce Check-in and out time," the mean difference is 4.660, with a confidence interval of [4.52, 4.80]. Similarly, "Reduce human error" has a mean difference of 4.700, with a confidence interval of [4.57, 4.83]. "Increase accuracy and timing" exhibits a slightly lower mean difference of 4.640, with a broader confidence interval of [4.40, 4.88]. Lastly, "Solving problems in operational activities" stands out with the highest mean difference of 4.820 and a narrow confidence interval of [4.71, 4.93]. These results highlight that respondents consistently and strongly perceive these items as impactful in improving operational efficiency. Since the H0 was rejected.

***Impact of AI adoption in the Hotel industry***

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Maintenance of service quality	Between Groups	1.063	4	.266	3.477	.002
	Within Groups	3.438	45	.076		
	Total	4.500	49			
Establishment cost	Between Groups	18.125	4	4.531	6.730	.000
	Within Groups	30.295	45	.673		
	Total	48.420	49			
Lack of skilled labours	Between Groups	3.653	4	.913	2.240	.080
	Within Groups	18.347	45	.408		
	Total	22.000	49			
Data privacy	Between Groups	4.148	4	1.037	7.867	.000
	Within Groups	5.932	45	.132		
	Total	10.080	49			
Regular maintenance	Between Groups	12.637	4	3.159	12.944	.000
	Within Groups	10.983	45	.244		
	Total	23.620	49			
Lack of awareness	Between Groups	4.512	4	1.128	3.902	.008
	Within Groups	13.008	45	.289		
	Total	17.520	49			
Limited access quality	Between Groups	5.472	4	1.368	1.984	.001
	Within Groups	31.028	45	.690		
	Total	36.500	49			
Absence of legal provisions	Between Groups	13.378	4	3.344	27.724	.000
	Within Groups	4.222	35	.121		
	Total	17.600	39			
Complexity in AI	Between Groups	22.017	4	5.504	3.539	.002
	Within Groups	69.983	45	1.555		
	Total	92.000	49			

*Source: Primary Data*

The ANOVA results indicate significant differences across groups for most factors, including Maintenance of Service Quality, Establishment Cost, Data Privacy, Regular Maintenance, Lack of Awareness, Limited Access to Quality, Absence of Legal Provisions and Complexity in AI, all with p-values less than 0.05, suggesting these factors vary notably between groups. However, the factor Lack of Skilled Labor shows no significant difference ( $p > 0.05$ ), indicating that this issue does not differ substantially across the groups. It may be concluded that there are practical difficulties in the adoption and implementation of AI in the hotel industry.

**V. Findings**

The majority of hotels in the dataset are concentrated in the budget to mid-range categories, with 76% of hotels classified as One-Star, Two-Star, or Three-Star. Luxury hotels are less common, accounting for only 6% in the Four-Star category and 18% in the Five-Star category. This suggests that there is a stronger demand for affordable and moderately priced accommodations, while luxury hotels occupy a smaller portion of the market.

Family Travelers form the largest group, making up 34% of the total customer base. Leisure Travelers and Mixed Clientele together account for 46%, highlighting a strong preference for recreational and family-related

travel. Business Travelers represent the smallest group at 20%, suggesting that business travel is less common in this sample. Overall, 76% of the customers are either family-oriented, leisure-focused or a mix of both, indicating that the region or market attracts a predominantly casual or recreational clientele.

There is a strong positive correlation between Operational Efficiency and Reduce Operational Cost ( $r = 0.712, p < 0.01$ ), suggesting that higher operational efficiency is associated with lower operational costs. Second, a significant positive correlation exists between enhanced overall Service Quality and Maintenance of Service Quality ( $r = 0.826, p < 0.01$ ), indicating that improving overall service quality is closely linked to maintaining service consistency. However, the correlation between enhanced overall Service Quality and Reduce Operational Cost is weak and negative ( $r = -0.176, p = 0.221$ ), implying that improving service quality may not directly result in cost reduction. Lastly, Operational Efficiency has a weak positive correlation with Maintenance of Service Quality ( $r = 0.239, p = 0.095$ ), though this relationship is not statistically significant, suggesting a less clear connection between operational efficiency and maintaining service quality.

The results of the t-test indicate statistically significant differences from a test value of 0 for all four operational items, with p-values well below the 0.05 threshold, rejecting the null hypothesis (H<sub>0</sub>). The findings suggest that respondents strongly perceive these operational improvements as impactful in enhancing efficiency. Specifically, "Solving problems in operational activities" has the highest mean difference (4.820), followed by "Reduce human error" (4.700) and "Reduce check-in and out time" (4.660), all with narrow confidence intervals, indicating high levels of agreement. "Increase accuracy and timing" also shows a significant positive mean difference (4.640), albeit with a slightly broader confidence interval, further supporting the idea that these items are seen as effective in improving operational performance. Maintenance of Service Quality, Establishment Cost, Data Privacy, Regular Maintenance, Lack of Awareness, Limited Access to Quality, Absence of Legal Provisions and Complexity in AI, with p-values less than 0.05. This suggests that these factors vary significantly between different groups, highlighting the complexity and challenges faced in the hotel industry. However, the Lack of Skilled Labor does not show a significant difference ( $p > 0.05$ ), indicating that this issue remains consistent across groups. Overall, these findings point to practical difficulties in adopting and implementing AI in the hotel industry, driven by varying levels of service quality, costs, legal constraints and awareness, with the absence of skilled labour not being a major differentiating factor in this context.

### **Practical Implications**

The study's findings offer valuable guidance for stakeholders in the hospitality industry, particularly in adopting AI technologies. With the majority of hotels catering to budget and mid-range segments and the predominance of family and leisure travellers, there is a need to focus on cost-effective AI solutions. Hoteliers should prioritise technologies such as AI-driven recommendation systems, chatbots and automated check-in/out processes that enhance operational efficiency and provide personalised services, aligning with the preferences of recreational and family-oriented clientele while maintaining affordability.

The strong correlation between operational efficiency and cost reduction highlights AI's potential to streamline processes and lower expenses, making it an essential asset for budget-conscious hotels. However, the weak relationship between service quality improvement and cost reduction underscores the importance of balancing investments in AI to enhance guest experiences without jeopardising financial stability. Challenges such as high implementation costs, data privacy concerns and regulatory barriers necessitate a phased approach to AI adoption. This should be complemented by training programs to build proficiency in AI systems and collaborative efforts with policymakers to establish clear legal frameworks and incentives. Addressing these implications can enable stakeholders to harness AI for operational excellence, improved customer satisfaction and a competitive advantage in the evolving hospitality market.

## **VI. Conclusion**

The study highlights several key challenges and variations within the hotel industry related to the adoption and implementation of AI. Significant differences were found across various factors, including service quality maintenance, establishment costs, data privacy, regular maintenance, lack of awareness and legal provisions, all of which influence the adoption process. However, the lack of skilled labour was not a major differentiating factor, indicating that it may not be as critical in this context. The findings suggest that while AI adoption offers potential improvements, the industry faces complex barriers, including cost considerations, legal constraints and a need for increased awareness and service quality. Addressing these factors could facilitate smoother AI integration into the hotel industry, though overcoming these challenges will require strategic planning and investment.

### **Further Research**

This study highlights several opportunities for future research to deepen understanding of AI's role in the hospitality sector. A key area involves longitudinal studies to examine the long-term effects of AI adoption on

metrics such as customer retention, profitability and market share, providing insights into the sustainability and progression of AI-driven enhancements. Comparative analyses across different regions or countries are also recommended to explore how contextual factors like technological infrastructure, regulatory environments and cultural dynamics shape AI adoption and its outcomes. Such research would enable the identification of region-specific best practices and strategies tailored to diverse market conditions.

Additionally, the potential of advanced AI technologies, including machine learning, natural language processing and robotics, to transform specialised domains like guest personalisation, real-time inventory management and revenue optimisation requires further exploration. Complementing this, a customer-centric perspective is crucial to understanding acceptance, trust and the perceived value of AI-enabled services. By investigating customer attitudes alongside managerial insights, future studies can provide a holistic understanding of AI's impact, offering actionable recommendations for its effective implementation. These research directions will significantly enhance knowledge of AI's transformative potential, guiding stakeholders in leveraging technology to achieve sustainable growth in the competitive hospitality industry.

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