

Hotel website evaluation model in the context of Web 3.0 Paradigm

Patrick Owoche
Kibabii University, Kenya
owoche@yaho.co.uk

Abstract

Web 3.0 offers a new level of connectivity, communications and information on customers, including their attitudes and preferences which can be used to enhance online marketing of hotels through their websites. This research aimed at developing a hotel website evaluation model in the Web 3.0 era. Mixed research design that combined content analysis, Focus Group discussion and fuzzy analytic hierarchy process were used to collect both qualitative and quantitative data. It was modelled on the five principles of dialogic theory of communication. Online tools were used to collect and analyse data from hotel websites. Results show that the principles of dialogic theory of communication are being partially met by hotel websites.

Keywords: hotel website; Web 3.0; Semantic Web; social media; website evaluation.