Modelling Hotel Websites into Web 3.0

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Abstract

This research seeks to model hotel Websites into Web 3.0. Specifically, it will analyse existing models for hotels websites, empirically analyse the exploitation of Web 3.0 technologies and innovative applications in hotel websites. Mixed-Mode design composed of content analysis and survey will be used. Content analysis will be used to collect data from published articles while survey will be employed to analyse uptake of Web 3.0 applications and technologies in star rated hotel websites in Kenya. Automated tools will be used to collect data from websites.

Keywords: Web 3.0; hotel website; semantic Web; social Web; Web 3.0 technologies