MPRA

Factors affecting hotel selection: Greek customers' perception

Soulidou, Afroditi K. and Karavasilis, George I. and Vrana, Vasiliki G. and Kehris, Evangelos C. and Theocharidis, Anastasios-Ioannis T. and Azaria, Alberto H.

Technological Education Institute of Central Macedonia,
Technological Education Institute of Central Macedonia,
Technological Education Institute of Central Macedonia,
Technological Education Institute of Central Macedonia,
Technological Education Institute of Central Macedonia,
Technological Education Institute of Central Macedonia

28 October 2018

FACTORS AFFECTING HOTEL SELECTION: GREEK CUSTOMERS PERCEPTIONS

Afroditi K. Soulidou
Technological Education Institute of Central Macedonia
Serres, Greece
e-mail: afrsld@hotmail.com

George I. Karavasilis
Technological Education Institute of Central Macedonia
Serres, Greece
e-mail: gkaravas@ee.duth.gr

Vasiliki G. Vrana
Technological Education Institute of Central Macedonia
Serres, Greece
e-mail: vrana@teicm.gr

Evangelos C. Kehris
Technological Education Institute of Central Macedonia
Serres, Greece
e-mail: kehris@teicm.gr

Anastasios-Ioannis T.Theocharidis
Technological Education Institute of Central Macedonia
Serres, Greece
e-mail: tasos.theocharidis@gmail.com

and

Alberto H.Azaria
Technological Education Institute of Central Macedonia
Serres, Greece
e-mail: azarias@gmailcom

ABSTRACT

Selection of hotel is of high priority and significance for tourists and entails a complicated decision-making process. The paper aims at identifying the most significant hotel selection factors taken into account by Greek customers. An empirical research study was conducted using an online survey. Ten factors identified by literature review included in the investigation. The findings indicate that Cleanliness is the most important factor in the selection of accommodation, followed by Price and Staff. Considering the priorities of tourists, hotel managers may design more effectively their segmentation, targeting and positioning strategy to ensure that their offerings match the needs and wants of their guests.

Key Words: Hotel industry, Consumer decision-making process, Hotel selection, important factors

INTRODUCTION

Hotel selection is of high priority and significance for travelers (Sohrabi et al., 2012). People spend significant portion of their planning time and effort on selecting the right hotel for them. Traveler preferences are unpredictable, dynamic, changing over time and may affect the performance of hotel businesses. In studying travelers' preference there is a strong indication that Cleanliness is a very, if not the, most important factor in the selection of accommodation. Other important hotel features that significantly affect a traveler's selections include Location, Price, Facilities and Services while the Size and Type of Hotel, Security, Staff Quality, are also seriously considered by travelers who are also likely to express concern with regard to a hotel's Reputation and Name Familiarity. Verma(2011, p.3) mentioned characteristically: "*guests may have chosen your hotel because of its favorable room rate, its brandname, its quality rating, its features and amenities, reviews posted by past guests on social media sites, or simply because they were ready to stop for the night and there it was*".

The hotel market is highly competitive, overwhelmed by many similar, usually interchangeable offerings. Thus, it is essential for hotel companies to understand the factors influencing consumers' decision- making process in order to anticipate their needs, plan effective marketing strategies and gain a competitive advantage (Nella et al., 2000; Christou, 2006; Baruka & Civre, 2012; Gretzel et al., 2012; Naletova, 2017). The prediction of the customers' choices and the effective identification of the factors that affect those choices is complex. Research efforts in this area are limited especially in Greece despite the fact that tourism is one of the country's most important sectors and a key element of the economic activity. The paper tries to fill this gap by identifying the factors that affect hotel selection for Greek travelers. In order to examine the factors that are most valuable to travelers when choosing a hotel, an electronic survey was employed by adopting factors identified by previous studies.

FACTORS AFFECTING SELECTION

A number of studies attempting to investigate the factors that are pushing the costumers into choosing the hotel of their preference have been reported. The studies employed various approaches to identify the needs of customers, considered different types of tourism (mostly leisure and business) and focused on different countries/places such as Thailand, Taiwan, Tehran and Hong Kong. In addition, researchers, in order to outline more accurately the needs of tourists, enriched tourist profiles by adding further characteristics to it, such as, their cultural background, the level of their education, their loyalty (whether they are making repeated visits in a hotel or a hotel firm), the expenditure that they make during their traveling, their previous experiences in hotels, the source financing their travel (i.e. whether the travel is paid by them or by somebody else), etc. (Baruca & Civre, 2012; Christou et al., 2004; Lamb et al., 2002; Saha et al., 2010; Triantafyllou et al., 2011; Chatzigeorgiou, 2017). All the aforementioned characteristics can be considered as being very significant both for the final decision made by the tourist as well as for satisfaction that they will feel after their stay. Engel et al. (1990) mentioned that the satisfaction of the customer comes when their pre-purchase expectations meet their post-purchase evaluation.

Choosrichon (2011) has pointed out that in order to understand how people choose a hotel, firstly it is necessary to understand their needs. The most significant factor for a hotel/resort selection, according to this study, is Security and Safety, although it should be noted that the research was carried out in Thailand, the tourism of which had suffered greatly in the past years due to external factors, like the 2004 tsunami. Staff Service Quality, Location and Room and Facilities Quality which were also included in the study found not to be crucial in determining costumers' choice of hotel but their absence or failure was found to lead to customer dissatisfaction. This finding is in line with (Pizam, 1994; Valachis et al, 2009) who states that providing more of some characteristics will not satisfy anyone, but when one of them is absent suddenly everyone becomes disappointed.

Similarly, Gundersen et al. (1996) suggested that hotel managers should reach a "good-enough" level of quality in the not so essential aspects of the hotel. In their study they found that the overall satisfaction of business travelers derives from the tangible and intangible dimensions of three departments: Reception, Housekeeping and Food and Beverage department. More specifically, the tangible aspects of the Housekeeping department and the intangible aspects of Reception seemed to have the strongest affect. However, in order to achieve overall satisfaction of the guests, they pointed that the hotel should provide a high-quality experience.

Tehran hotels have been researched by Sohrabi et al. (2012) who attempted to identify a set of practical indicators that characterize the most significant hotel factors. In his study, the main hotel selection factors were: Promenade and Comfort, Security and Protection, Network Services, Pleasure, Staff and their services, News and Recreational Information, Cleanliness and Room Comfort, Expenditure, Room Facilities and Car Parking. Analysis of the results showed that the most essential aspect for tourists in selecting Tehran hotels is Hotel Comfort (along with all its major factors) followed by Hotel Compensatory, (i.e. the feeling that the amount of money paid is fair for the Hotel Comfort, Security and News provided). Additionally, it seems that costumers are seeking for more services like high-quality connection, e-banking and car parking area.

Leisure travelers have been investigated by Chow et al. (1995) in a study that, even though exploratory in nature, empirically investigates the relationships among various cues hypothesized to impact purchase decisions. Intangible elements of hotels, like Security, Dependability, Service Quality, Convenience and Reputation, have been identified, and a strategy using multiple communications trying to stress each and every one of the mentioned cues is suggested. 573 Frequent Individual Travelers, i.e. travelers that make all the travel arrangements by their own and purchase accommodation independently, in Hong Kong took part in the research, in an attempt to capture the most essential factors affecting them, when price is not considered as an important issue to them (Christou & Sigala, 2001; Chan & Wong, 2006). The results showed that, beyond Price, convenient hotel Location and good Service were the core factors influencing Frequent Individual Travelers choice. Callan (1996) has found Cleanliness to be the most important element for travelers for the selection of hotel. Similarly, Cleanliness has been considered as top priority for guests in Lockyer (2000, 2002). Lockyer (2005) later attempted to identify the value of Price in the hotel selection and observed that one of the first questions been asked by the potential guests to the reservation department of a hotel or motel is about the price of the accommodation. Ananth et al. (1992) also found that Price and Quality was rated as the most important attributes followed by attributes related to Security and convenience of Location. Hsieh et al. (2008) found that for Taiwan hot-spring tourism industry the most important hotel selection factors are the Ability of the Service Personal to solve problems quickly, the Price level, Convenience of Traffic route/shuttle, Special Promotions, Convenience of Reservation procedure and Food and Beverages Service. Finally, the Reputation of the hotel has been also taken into account by tourists in hotel choice decision (Dolnicar & Otter, 2013; Jones & Chen, 2011; Weaver& Heung, 1993). Table 1 summarizes the important factors in hotel selection identified by previous research studies.

Table 1
Important factors influencing hotel selection

	Sample	Important factors identified
Rivers et al. (1991)	Members and non-members of frequent guest programs	Convenience of location, Overall service received.
Ananth et al. (1992)	Mature travelers	Price, quality Convenience of location, Security
Barsky & Labagh (1992)	Business and leisure travelers	Employee attitude, location and rooms
Weaver& Heung (1993).	Business travelers	Convenience for business, good reputation of the hotel, friendly staff
Chow et al. (1995)	Leisure travelers	Security, dependability, service quality, convenience, reputation
Chu & Choi (2000)	Business and leisure travelers	Service quality, business facilities, room and front desk, food and recreation, value, and security
Lockyer (2000)	Business travelers	The room and its facilities, Staff quality and service facilities, Facilities overall, Cleanliness of hotel, Bath and shower, Standard of bedroom maintenance, Comfortable mattress and pillow
Lockyer (2002)	Business travelers Accommodation managers	Bathroom and shower quality, standard of bedroom maintenance, comfort of mattress and pillow Courteous, polite, well-mannered staff, enthusiasm, and commitment of staff, efficiency of front desk
Lockyer (2005)	Persons with low hotel or	Cleanliness, Price

	motel use, medium use high use	
Jones & Chen (2011)	Literature review	Consideration: non-smoking, swimming pool, high-speed internet, hot tub, fitness centre, room service, set pricerange Choice: comparison, picture, reviews, star-ratings, sort by price
Dolnicar & Otter (2013)	Based on Literature review	Convenience location, Service quality, Reputation, Friendliness of staff, Price, room cleanliness, value for money, hotel cleanliness, security, room standard, swimming pool, comfort of bed, parking facilities, room size
Yavas & Babacus (2005)	Business and leisure travelers	General amenities, core service, security/safety, convenience, room amenities
Chan & Wong (2006)	Frequent Individual Travelers	Price, convenient hotel location, good service
Hsieh et al. (2008)	Business and leisure travelers	Convenience of reservation procedure, quick problem solving abilities by the service personal, price level, special promotions, sanitary hot spring environment, convenience traffic route/shuttle, and food and beverages service
Choosrichom (2011)	International travelers	Security and Safety, Value, Staff service quality, Location, Room and Facilities
Sohrabi et al. (2012)	Travelers in Teheran hotels	Hotel comfort factor (Hotel Staff and their services, Promenade and comfort, Pleasure, Network services, Cleanliness and room comfort, Car Parking) Hotel compensatory factor (Expenditure, New and recreational Info, Security and protection)
Baruca & Civre (2012)	International travelers	Personal experience, recommendation of friends and tourist agencies, advertising, recommendations, hotel facilities, good location, price, value for money
Ady & Quadri-Felitti (2015)	Travelers in U.S.A	Cleanliness and comfort WiFi for business travelers Food for those traveling with friends Rooms for those planning romantic vacations Room, comfort and amenities for family travelers
Richard& Masud (2016)	Travelers in Ghana	Religion, cultural values, cultural norms
Naletova (2017)	Business and leisure travelers	Leisure travelers: Price, pet allowance Business travelers: hotel facilities, quality of Internet connection, reviews by previous guests
von Oertzen (2017)	Generation Y' travelers	Reference room price

METHODOLOGY

In order to investigate the factors that affect the choice of hotel by Greek travelers, an empirical research study was conducted using an online survey. A link to the questionnaire was posted to the Facebook profiles of the researchers. Users willing to participate in the survey visited a tailor-made website and responded to the questionnaire. The questionnaire was written and administered in Greek. The data were recorded to a database. Finally, 472 completed and usable questionnaires were received. Five-point Likert scales ranging from strongly disagree to strongly agree were used. The questionnaire consisted of two parts. The first part included the ten factors under investigation, namely: Location, Services, Security and Protection, Pleasure, Cleanliness and Room Comfort, Prices, Staff, Prestige, Faculties, Hotel's reputation and Marketing. The second part recorded demographic characteristics of the sample and frequency of traveling along with booking a hotel. Questions in each factor were adopted or adapted from previous studies.

FINDINGS

Responders Profile

The sample size is 472. Women are 72.6% and men 27.4% of the sample (Table 2). The respondents were mainly (59.7%) young people at the age of 18-29 years old. The rest of the sample consists of 27.9% of the respondents in the class 30-39, 8.4% in the class 40-49 and 4.0% over 49 years old.

Table 2
gender * age Crosstabulation

% of Total

		age				Total
		18-29	30-39	40-49	50-59	
gender	male	14.2%	8.8%	3.1%	1.3%	**27.4%**
	female	45.6%	19.0%	5.3%	2.7%	**72.6%**
	Total	**59.7%**	**27.9%**	**8.4%**	**4.0%**	**100.0%**

More that the half of the sample were singles (53.7%) whereas the rest of the respondents are equally distributed to married and living with partner. Most of the respondents work in the private sector as they are employees (41.7%) or self-employed/freelancers (18.0%). Farmers, civil servants, retired and students are the other professions of the respondents. The main portion of the sample are not wealthy because 67.0 % of the sample size earned less than 10,000 € last year and 25.7% up to 20,000 €. The cross tabulation between profession and income is shown in Table 3.

Table 3
profession * income Crosstabulation

% of Total

		Income			Total
		<10.000	10.001-20.000	20.000+	
profession	Farmer			0.5%	**0.5%**
	Unemployed	13.6%	0.5%		**14.1%**
	Civil servant	1.9%	4.9%	1.0%	**7.8%**
	Self-employed/Freelancer	9.7%	5.8%	2.4%	**18.0%**
	Employee of private sector	30.6%	8.3%	2.9%	**41.7%**
	Retired		1.0%		**1.0%**
	Student	9.2%	2.9%		**12.1%**
	Other	1.9%	2.4%	0.5%	**4.9%**
	Total	**67.0%**	**25.7%**	**7.3%**	**100.0%**

Frequency of traveling and booking a hotel

Factors

Ten factors, using 42 questionnaire items were included in this study. The factors included were: Place/Location (3 items), Services (6 items), Security and Protection (3 items), Pleasure (6 items), Cleanliness and room comfort (4 items), Prices (3 items), Staff (3 items), Prestige (3 items), Facilities (5 items), Hotel's reputation and Marketing (6 items).

Table 4
Composite Reliability

| Factor	Crombach a	Factor	Crombach a
Place/Location	0.713	*Prices*	0.773
Services	0.744	*Staff*	0.721
Security and Protection	0.804	*Prestige*	0.728
Pleasure	0.820	*Facilities*	0.790
Cleanliness and room comfort	0.755	*Hotel's reputation and Marketing*	0.764

Composite Reliability relies on actual loadings to compute the factor scores and thus provides a better indicator for measuring internal consistency (Teo et al., 2009). Composite Reliabilities (see Table 4) are above the threshold of 0.7, ranging from 0.713 to 0.820.Overall, the measures in this study are reliable and valid.

In the following table (Table 5) it is seen that the most important factors in choosing a hotel are *Cleanliness and room comfort*, *Prices* and *Staff,* having a mean ranging from 4.30 to 4.71. On the contrary, the factors with the lowest impact are *Services, Prestige* and *Facilities.* The mean values of these factors are close to 3 and thus they have a rather moderate importance in choosing a hotel.

Table 5
Statistics for the factors of the questionnaire

	Place/ Location	Services	Security & Protection	Pleasure	Cleanliness and room comfort	Prices	Staff	Prestige	Facilities	Reputation & Marketing
Mean	3.9096	3.0322	3.8884	3.9924	4.7140	4.3651	4.3008	3.0417	2.9441	3.7106
Median	4.0000	3.0000	4.0000	4.0000	4.7500	4.3333	4.3333	3.0000	2.8000	3.8333
Std. Deviation	.70949	.79660	.98896	.68079	.40578	.58834	.63049	.90063	.93604	.71444
Minimum	1.00	1.00	1.00	1.67	2.00	2.33	2.00	1.00	1.00	1.33
Maximum	5.00	4.83	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00

Figure 1
Factors *Cleanliness and room comfort* (Left) and *Facilities (Right)*
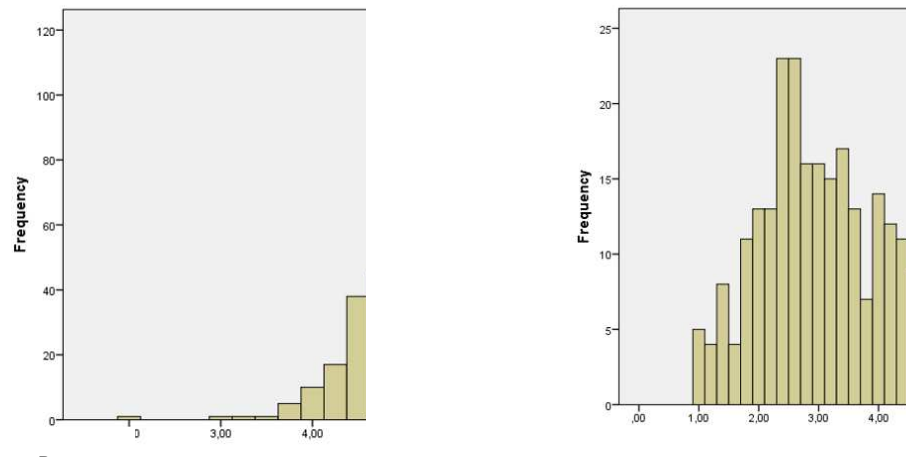
The independent-samples t-test was used to investigate if the factors differed by gender. Table 6shows the means for male and female responders on the ten factors. Statistically significant differences are recorded between men and women for two factors: *Prices* (Sig=0.015<0.05) and *Hotel's reputation and marketing* (Sig=0.003<0.05). In both cases, higher average values are recorded for women showing that they consider more seriously than men issues like Room Rates, Prices of Food &Beverages or Other Services and Value for Money alongside with Hotel's reputation and marketing which include Travel agent's opinions, Word of mouth, Reviews (e.g. Trip Advisor), Hotel's webpage, Media and Social Media.

Table 6
Group statistics for Gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Place/Location	Male	124	3.8065	.66816	.08486
	Female	230	3.9495	.73216	.05700
Services	Male	124	3.0296	.78379	.09954
	Female	230	3.0331	.80804	.06291

Security and Protection	Male	124	3.7419	.96083	.12203
	Female	230	3.9273	1.01083	.07869
Pleasure	Male	124	3.8624	.76607	.09729
	Female	230	4.0416	.64059	.04987
Cleanliness and room comfort	Male	124	4.6250	.41919	.05324
	Female	230	4.7394	.40514	.03154
Prices	Male	124	4.2043	.67036	.08514
	Female	230	4.4374	.52523	.04089
Staff	Male	124	4.2634	.58249	.07398
	Female	230	4.3131	.65920	.05132
Prestige	Male	124	2.9785	.92500	.11748
	Female	230	3.0535	.87652	.06824
Facilities	Male	124	2.9194	.88888	.11289
	Female	230	2.9394	.94364	.07346
Hotel's reputation and Marketing	Male	124	3.4694	.66839	.08489
	Female	230	3.7776	.71477	.05564

Next, we investigated if the factors taken into account by respondents with children are different than those with no children. Independent-samples t-test comparison of the scores of travellers with children against those without children enabled us to determine whether this was indeed the case. Table 7 presents the means of the ten factors for travellers with children and travellers without children. Statistically significant differences are recorded between travellers with children and travellers without children for thefactors: *Place/Location* (Sig=0.022<0.05), *Cleanliness and* room comfort (Sig=0.023<0.05) and *Facilities* (Sig=0.00 <0.05). Travellers without children are more interested in hotelsnext to recreational places, close to city centers and easily reachable while travellers with children take into consideration the frequency of cleaning, the frequency of changing over bed sheets and towels, the quality and the comfort of the mattress and the pillows and the existence of in-room temperature control system. In addition, they also take into account if the hotel has a parking area, exercise facilities/fitness center, children's playground, swimming pool and children's swimming pool.

Table 7
Group statistics for travellers with children

	Travellers with children	N	Mean	Std. Deviation	Std. Error Mean
Place/Location	Yes	84	3.5873	.93649	.14450
	No	352	3.9473	.63144	.04746
Services	Yes	84	2.8056	.81643	.12598
	No	352	3.0612	.78728	.05918
Security and Protection	Yes	84	3.9048	.93787	.14472
	No	352	3.8814	1.02142	.07677
Pleasure	Yes	84	4.1159	.55138	.08508
	No	352	3.9539	.67932	.05106
Cleanliness and room comfort	Yes	84	4.8095	.28051	.04328
	No	352	4.6836	.43568	.03275
Prices	Yes	84	4.5000	.53723	.08290
	No	352	4.3286	.59311	.04458
Staff	Yes	84	4.3571	.59077	.09116
	No	352	4.2806	.65016	.04887
Prestige	Yes	84	3.0119	.98112	.15139
	No	352	3.0282	.86520	.06503
Facilities	Yes	84	3.5333	.80567	.12432
	No	352	2.8000	.86995	.06539
Hotel's reputation and Marketing	Yes	84	3.7230	.65562	.10116
	No	352	3.6840	.68724	.05166

In order to investigate how income influences the choice of a hotel, one-way analysis of variance (1-ANOVA) was used to investigate whether any statistically significant differences could be found between the three income groups. Table 8 presents the descriptive statistics only for the factor *prices* and income groups, as it is the only factor where statistically significant differences (Sig=0.003<0.05) were recorded for income. Responders who have higher income are less interested in

prices. This is a quite predicable but important finding as hoteliers must develop a good understanding of the type of customers they want to attract and offer an experience that is tailored to that specific group.

Table 8
Statisticsfor the factor *prices* grouped by income

| | | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | |
						Lower Bound	Upper Bound
Prices	<10,000	290	4.4241	.54326	.04512	4.3350	4.5133
	10,001-20,000	114	4.3684	.55878	.07401	4.2202	4.5167
	20,000+	34	3.9216	.69251	.16796	3.5655	4.2776
	Total	438	4.3706	.57270	.03870	4.2944	4.4469

CONCLUSIONS

Choosing a hotel is an important decision for a consumer. This study was designed to understand the factors that have the greatest influence on Greek travellers' choosing hotels in Greece. The findings indicate that *Cleanliness* is the most important factor in the selection of accommodation, followed by *Price* and *Staff*. *Price* is more important factor for women and for responders with lower income. It is also revealed that there is statistically significant difference between the importance rating of women and man, with women rating *Hotel reputation and marketing* of higher importance. *Place/Location* is more important for singles, while *Facilities* is an important factor for families' purchase decisions.

Guests have different expectations and preferences depending on gender, family status and income and a wide range of selection criteria are involved in the complex decision-making process. A better understanding of the influence of the factors involved in the guest selection process gives managers the opportunity to better utilize their resources and to develop their facilities and staff. Having knowledge of them hoteliers may design more effectively their segmentation, targeting and positioning strategy so that they are able to achieve and maintain the highest possible occupancy, resulting in a positive impact on profitability. Using also an online reputation management tool, hotels can monitor their reputation, identify the factors that need improvements and ensure that their offerings match the needs of their guests.

.

REFERENCES

Ady, M. & Quadri-Felitti, D. (2015) Consumer Research Identifies Which Attributes Are Most Important to Travelers When Booking A Hotel. https://www.caminotravel.com/wp-content/uploads/2015/07/ 270378528-TrustYou-Consumer-Research.pdf [Accessed the 4th of August 2018 23:10].

Ananth, M., DeMicco, F.J., Moreo, P.J. & Howey, R.M. (1992). Marketplace lodging needs of mature travellers. *The Cornell Hotel and Restaurant Administration Quarterly*, 33(4):12–24.

Baruca, P.Z.& Civre, Z (2012). How do guests choose a hotel? *Academica Turistica*, 5(1): 75-84.

Barsky, J. D. & Labagh, R. (1992). A Strategy for Customer Satisfaction. *Cornell Hotel Restaurant Administration Quarterly* 33(5): 32–40.

Callan, R. J. (1996). An appraisement of UK business travelers' perceptions of important hotel attributes. *Hospitality Research Journal*, 19(4): 113-127.

Chan, E. & Wong, S. (2006). Hotel selection: When price is not the issue. *Journal of Vocation Marketing*, 12(2): 142-159.

Chatzigeorgiou, C. (2017). Modelling the impact of social media influencers on behavioural intentions of millennials: The case of tourism in rural areas in Greece. Journal of Tourism, Heritage & Services Marketing, 3(2), 25–29.

Choosrichom, J. (2011). Factors influencing the selection of hotel/resorts in Landa Yai Island, Krabi, Thailand by International Travelers. Master Thesis. Program of Hotel and Tourism Management, Silpakorn University.

Chow, K., Garretson, J. &Kurtz, D. (1995). An Exploratory Study into the Purchase Decision Process Used by Leisure Travelers in Hotel Selection. *Journal of Hospitality & Leisure Marketing*, 2(4): 53-72.

Christou, E. (2006) A qualitative analysis of consumer attitudes on adoption of online travel services. Tourism: An International Interdisciplinary Journal, 54(4), 323-332.

Christou, E., Avdimiotis, S., Kassianidis, P., & Sigala, M. (2004). Examining the Factors Influencing the Adoption of Web-Based Ticketing: Etix and its Adopters. Information and communication technologies in tourism 2004, the 11th ENTER International Conference in Cairo, Egypt, 2004, pp. 129-138.

Christou, E. S. and Sigala, M. (2001). Professional development in hospitality and tourism education: a strategy for the 21st. Century. International Journal of Tourism Research, 3: 328–330.

Chu, R.K.S. & Choi, T. (2000). An importance-performance analysis of hotel selection factors in the Hong Kong hotel industry: a comparison of business and leisure travelers. *Tourism Management*, 21(4): 363–377.

Dolnicar, S., & Otter, T. (2003). Which hotel attributes matter? A review of previous and a framework for further research. In: T. Griffin, & R. Harris (Eds.), *Asia Pacific Tourism Association 9th annual conference*, Sydney, Australia (pp.176–188).

Engel, J., Blackwell, R.&Miniard, P. (1990). *Consumer behavior*. 6th ed. Chicago: Dryden Press.

Gretzel, U., Sigala, M. and Christou, E. (2012). Social Media Change the Name of the Game in the Tourism and Hospitality Industries, The European Financial Review, 20 October, available at: http://www.europeanfinancialreview.com/?p=1340.

Gundersen, M. G., Heide, M. & Olsson, U. H. (1996). Hotel Guest satisfaction among Business Travellers: What Are the Important Factors? *The Cornell Hotel and Restaurant Administration Quarterly*, 37(2): 72-81.

Hsieh, L.F., Lin, L.H. & Lin, Y.Y. (2008). A service quality management architecture for hot spring hotels in Taiwan. Tourism Management 29, 429–438.

Jones, P & Chen, M.M. (2011). Factors determining hotel selection: Online behaviour by leisure travellers. *Tourism and Hospitality Research*, 11, 83 – 95.

Lamb, C. W., Hair, J. F., & McDaniel, C. (2002). *Marketing*. USA: South Western Educational Publishing.

Lockyer, T. (2000). A New Zealand investigation into the factors influencing consumers' selection of business hotel accommodation. *Australian Journal of Hospitality Management*, 7(2): 11–23.

Lockyer, T. (2002). Business guests' accommodation selection: The view from both sides. *International Journal of Contemporary Hospitality Management*, 6(14): 294–300.

Lockyer, T. (2005). The perceived importance of price as one hotel selection dimension. Tourism Management, 26: 529-537.

Pizam, A. (1994) Planning a Tourism Research Investigation,' in J.R.B. Ritchie and C.R. Goeldner, (eds) *Tourism and Hospitality Research, A Handbook for Managers and Researchers*, 2nd ed. (pp. 91-103) New York: John Wiley & Sons.

Rivers, M.J., Toh, R.S. & Alaoui, M. (1991). Frequent-stayer programs: the demographic, behavioural, and attitudinal characteristics of hotel steady sleepers. *Journal of Travel Research*, 30(2):41–45.

Saha, S., Dey, M., & Bhattacharyya, S. (2010). Factors affecting consumer buying behavior of shoes is Kolkata. *Journal of Management Research*, 4(9): 39–60.

Nella, A., Christou, E., Lymperopoulos, C., Sigala, M. (2000): Investigating differences between domestic and international winery visitors in Greece. Proceedings of the 2nd International Conference on "Advances in Hospitality and Tourism Marketing & Management (AHTMMC)", available at: http://www.ahtmm.com/proceedings/2012/2ndahtmmc_submission_330.pdf.

Sohrabi, B., Vanani, R.I., Tahmasebipur, K. &Fazli, S. (2012). An exploratory analysis of hotel selection factors: A comprehensive survey of Tehran hotels. *International Journal of Hospitality Management*, 31(1): 96-106.

Teo, T., Srivastava, S. & Jiang, L. (2009). Trust and electronic government success: an empirical study. *Journal of Management Information Systems*, 25(3): 99–131.

Triantafyllou, G., Christou, E., Kassianidis, P. & Lagos, D. (2011). Wine Packaging Elements: Do they impact consumer's purchasing behavior. Proceedings of 2nd Advances in Hospitality and Tourism Marketing and Management (AHTMM) Conference, Istanbul, Turkey, Bogazici University.

Weaver, P. A. & Heung, C. O. (1993). Do American Business Travellers Have Different Hotel Service Requirement? *International Journal of Contemporary Hospitality Management* 5(3): 16–21.

Valachis, I., Christou, E., Sigala, M. and Maroudas, L. (2009). Developing human resources' skills and knowledge in tourism and hospitality industry through the determination of quality of training program. Tourism and Hospitality Management, 15(1), pp.61-72.

Verma, R. (2011). Understanding and predicting customer choices. In M. C. Sturman, J. B. Corgel, & R. Verma (Eds.), *The Cornell School of Hotel Administration on hospitality: Cutting edge thinking and practice* (pp. 83-96). Hoboken, NJ: Wiley.

Von Oertzen, L. (2017). Generation Y travelers' hotel consideration: the impact of travel mode and reference room price. Bachelor thesis. Modul Vienna University.

Yavas, U. & Babacus, E. (2005). Dimensions of hotel choice criteria: congruence between business and leisure travelers Hospitality Management 24: 359–367.