
FACTORS DETERMINING THE RE-VISIT OF TOURIST OF HOTELS: EVIDENCE FROM INTERNATIONAL HOTEL CHAIN IN SRI LANKA

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ABSTRACT

Many countries have chosen tourism as a tool for economic development. Similarly, as a developing country Sri Lanka has also given much attention for tourism Industry. In that sense, there are many individual hoteliers in the country has shown much interest to affiliate with international hotel chain to expand the market visibility for the success of the hotel. The main objective of this study is to analyze the impact of tourists staying at international hotel chains on tourism demand in Sri Lanka. Further to that, it is expected to examine the behavioral impact of foreign tourists who staying at international hotel chains on the tourism demand in Sri Lanka as a spillover impact more specifically non-international hotel chain. At the movement there are 20 hotels which consist around 4,000 hotel rooms in Sri Lanka are managed by 16 International hotel chains which have penetrated tourism market. It is approximately 10% of total number of hotel rooms available in the country in different hotel categories in classified and non-classified tourist accommodation establishments. Further, 10 hotels are under construction and expected to be commenced operation under eight international hotel chains in near future. Purpose of data analysis through these two major statistical tools and other supportive tools, the Statistical Software for Social Sciences (SPSS) and mean ratio analysis were used to find the answer for tourism demand and revisit intention. According to the study findings, it is noticed that most of the tourist who are staying at the hotel chains are over 40 years of age or tourists who travel with families. In the regression analysis models prove that there is a positive significant relationship between the tourist demand and international hotel chain practices and tourist revisit and the international hotel chain practices.

Key words: International Hotel Chains, Spillover Impact, Tourist Demand, Revisit

1. INTRODUCTION

Background of the Study

As a world-famous destination, Sri Lanka is fast growing through tourism. Tourism is the third largest foreign exchange earner in the country. Sri Lanka recorded its highest ever number of arrivals in 2017 with over 2.1 million tourists coming into the country. It is estimated that the sector earned around US\$ 3.9 billion in 2017, 11 percent more than previous year. India and China contributed the largest number of tourist arrivals, followed by the UK, Germany, and France (SLTDA Annual Statistical Report, 2017). The total number of Sri Lanka Tourism Development Authority (SLTDA) registered accommodation establishments as at 30.06.2018 were 2,164. The number of classified tourist hotels were 136 and among them, 22 were five-star hotels. (SLTDA, 2018). The total number of tourist accommodation establishments were distributed as follows:

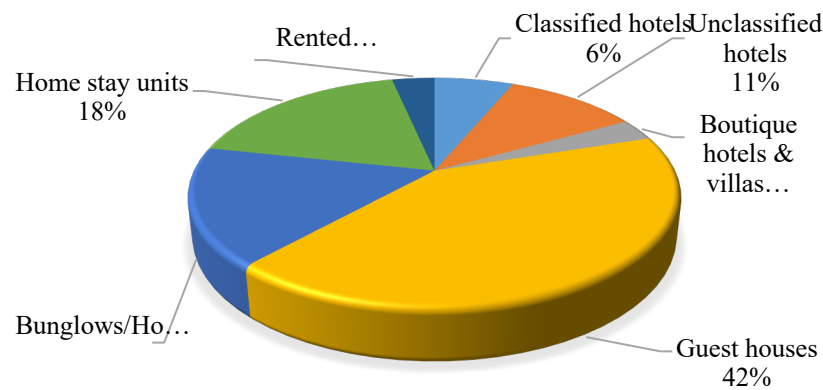


Figure 1: Distribution of Tourist Accommodation Establishments

Source: SLTDA, 2018

Investment in the tourism sector continues with rapid growth after ending the thirty years war. Investment in the tourism sector continues with approximately 95 projects approved in 2017 valued at around \$314 million. The below table depict the number of investment projects handled by Sri Lanka Tourism Development Authority up to end June 2018. The increased expansion of the hotel sector, upgrading of current properties, and construction of international hotel chains that require high end inputs and technology, provide significant prospects for U.S. companies. International and domestic restaurants are expanding their operations. Various new-to-market restaurant companies continue to explore opportunities and make investments. U.S. suppliers with an interest in Sri Lanka have increasing options to introduce U.S. products to the growing culinary and hospitality sectors. Globally hotel chain Panayotis (2014) estimates that hotel chains affiliate globally about 7.85 million (or 40%) of the 19.5 million hotel rooms. The recent acquisition of Starwood hotels by Marriott (December 2015) created the first hotel corporation that controls more than one million rooms and affiliates about 5% of the global hotel rooms supply. In 2017, it has over 6,300 hotels, an increase of 6% over the previous year. The market presence of hotel chains in the local hotel industry varies considerably by region and country.

This makes the hotel industry very dependent on the macro environment factors in the destination and especially vulnerable to economic, political and ecological shocks that make the destination unattractive to tourists. Still Sri Lanka does not achieve much benefit from international hotel chain. In this paper examine the spill over impact of foreign tourists staying in international hotel chains on tourism demand in Sri Lanka. Major research problem of the study “What are the factors determining the revisits of international tourists for international hotel chains and how such each factor is significant in promoting the revisits of tourists to these international hotel chains?”

Therefore, the objective of this study is to analyze the factors and their possible impacts for the re-visits of international tourists to the international hotel chains in Sri Lanka.

2. LITERATURE REVIEW

2.1. International Hotel Chain

Many international hotel chains operate through integrating with global distribution systems and utilising a variety of marketing techniques. Aliouche & Schlenrich, (2011) Standardisation mainly drawn from technological advantages appears to be closely linked to globalisation, with standardised marketing strategies, tangible and intangible services, and even the physical environment in an international hotel. Zenga, Gob, & de Vriesc, (2012) examine that negative effects of globalisation can be found in the international hotel industry. Most recognised is the loss of authenticity, particularly in association with cultural tourism and managing a heritage destination. . Authenticity is identified as a modern marketing tool attractive to certain niche markets and applicable to specific tourist destinations. Most important for destination managers is to identify and differentiate market segments and to make their attractions authentic. Lee (2011) investigated that globalization may bring international hotel companies with many positive factors, such as increasing sales, distributing operations in different countries which can reduce investment risk, acquiring inexpensive resources and labour, and more importantly, building worldwide brand recognition While the hotel industry has grown to meet increasing demand, the phenomenon of localization is providing unique encounters to customers at the local level.

2.2. Choice of Destination Biased on Hotel Chain

Ritchie, Crotts, Zehrer & Volsky, (2014) they were found that the choice of a destination by hotel chains has some peculiar features resulting from the characteristics of the hotel industry: it is location-bound, capital intensive and, in difference to the goods and most services, it is the customer who travels to the destination to consume the tourist product, not vice versa. García de Soto-Camacho & Vargas-Sánchez, (2015) hence, on macro level, some of the chain hotels in a country are affiliated to domestic while others to foreign chains. The process of expansion is influenced by various home country-, host country-, firm-, product- and entry mode-specific factors that have an impact on the decisions taken by the hotel chain management team and the local hotel's managers/owners. The host country-specific factors can be divided into three groups on the basis of their link to the hotel industry to be discussed in the next section, namely: hotel industry-specific, tourism-specific and general business environment factors. Assaf et al. (2015) find that attractiveness of a destination to international hotel chains increases with the quality of transport infrastructure, growth of the tourism industry, the welcomes of local people, and government expenditures on travel and tourism. On the other hand, in their research on the impact of the macroeconomic factors on the international expansion of US hotel chains.

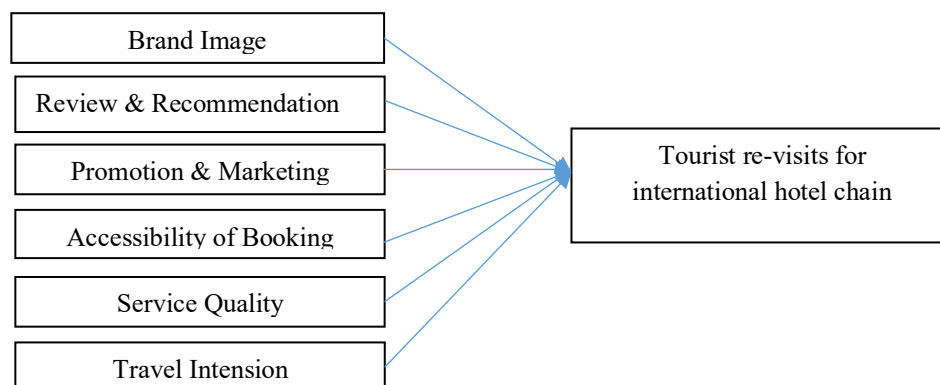
2.3. Hotel Chains Improve Destination's Competitiveness

Dorta-Afonso & Hernández-Martín, (2015) Destination competitiveness is one of the major research topics in the field of tourism. A destination's competitiveness is defined as "its ability to increase tourism expenditure, to increasingly attract visitors while providing them with satisfying, memorable experiences, and to do so in a profitable way, while enhancing the well-being of destination residents and preserving the natural capital of the destination for future generations". Therefore, competitive destinations perform well in the global tourism marketplace, attract more tourists, create favorable business conditions for the tourism companies, generate economic benefits for the local population and do all this in a sustainable way. Farmaki & Papatheodorou (2015) Airlines, cruise lines and other transportation companies, for example, assure the accessibility of a destination. Opening/closing of an airport/port in a destination, starting/cancelling flights to it, changes the transportation attractiveness of the destination and its competitiveness, influences the number of tourists that may visit the destination and the convenience of their travel (e.g. direct vs. connecting flights). Tourists' experiences, interactions and satisfaction with accommodation establishments, F&B outlets, taxi drivers, retailers, local residents and public authorities in a destination influence their perceptions about and satisfaction with the visit to the destination as a whole and their repeat visit intention.

3. RESEARCH METHODOLOGY

Using likert sale questionnaires primary data is going to collect for this survey. Similarly, individual interviews with hotel general managers, sales marketing manager going to conduct absorb deep understanding about the hotel chain demand. In addition to primary data going to use secondary data which collected from various reports regarding regional tourism demand and Sri Lankan tourism demand. From the 80 questionnaires which were distributed, 51 responses were received which indicated a response rate of around 62%. The study was conducted in the form of a survey, with data being gathered using random sampling method, which can measure the general outcome from the foreign tourists. In order to present findings, data analysis and presentation tools are important part in the research. After completion of data collection, data were analyzed by using SPSS version 21 data analyzing tool. In statistics, regression analysis is a collective name for techniques for the modeling and analysis of numerical data consisting with values of a dependent variable and one or more independent variables.

3.1 Conceptual Model



4. DATA ANALYSIS AND DISCUSSION

4.1. Brand Image and Re-visit

This relationship was measured using the following hypothesis,

H1: There is a significant relationship between Re- visit and Brand image

Here the independent variable (Brand image) considered were presence of this hotel chain/brand in Sri Lanka influenced me to select Sri Lanka as a destination. The table 4:1: below provides the model-fit results of the 'Enter' simple regression test using the above independent variable and re- visit as the dependent variable. The R^2 for this model is 0.616, which indicates that 61.6% of the variations in re- visit are explained by the regression.

Table 4:1: Model Summary- Brand Image and Re- visit

Model	R	R Square	Adjusted R Square	R Square Change	F Change	Sig. F Change	Durbin-Watson
Brand image	.781 ^a	.616	.614	.616	134.894	.000	2.258

a. Predictors: (Constant), Brand image b. Dependent Variable: re- visit

Table 4:2: below provides statistics relating to the independent variables of the model given in table 4:2: It shows that independent variable making a contribution to the variation in re- visit.

Table 4:2: Coefficients - Brand image and Re- visit

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.	Collinearity Statistics
1	B	Std. Error	Beta		Tolerance
(Constant)	-7.865	4.089	-2.232	.023	
Brand image	-.789	.070	.738	13.996	.000

a. Dependent Variable: Re- visit

The b value of this model is -7.865 which depict an inverse relationship between brand image and re- visit. The significance value of the predictor ($p < 0.05$) suggests that the predictor significantly contribute to the model. In summary, the data supports H₁. From the results of the statistical tests it is clear decreasing that Brand image is related to increased levels of re- visit.

4.2. Promotion & Marketing and Re-visit

This relationship was measured using the following hypothesis,

H2: There is a significant relationship between Re- visit and Promotion & Marketing

Here the independent variable (social image) considered were Regular promotion and marketing done by the Hotel chain improved awareness and influenced travel to Sri Lanka (Kaldeen, 2020). Competitive travel package offered by this hotel chain influenced for selection. Brand loyalty programmers / special Offers given to the regular customers in the hotel chain encouraged travel to Sri Lanka. The table 4.3: below provides the model-fit results of the 'Enter' simple regression test using the above independent variable and re- visit as the dependent variable.

Model 1 shows a significant ($p < 0.05$) F value. The R^2 for this model is 0.598, which indicates that 51.6% of the variations in re- visit are explained by the regression.

Table 4.3: Model Summary- Promotion & Marketing and Re- visit

Model	R	R Square	Adjusted R Square	Change Statistics			Durbin-Watson
				R Square Change	F Change	Sig.	
1	.819 ^a	.669	.667	.669	142.431	.000	2.023

a. Predictors: (Constant), Promotion & Marketing, b. Dependent Variable: Re- visit

Table 4.4: below provides statistics relating to the independent variables of the model given in table 4.3 It shows that independent variable making a contribution to the variation re- visit.

Table 4.4: Coefficients – Promotion & Marketing and Re- visit

Model 1	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)				25.242			
promotion & Marketing	-32.432	3.089			.000		
	-.598	.031	.819	21896	.000	1.000	

a. Dependent Variable: Re- visit

The *b* value of this model is -0.598 which depicts an inverse relationship between the promotion & marketing and re- visit. The significance value of the predictor ($p < 0.05$) suggests that the predictor significantly contribute to the model. In summary, the data supports H_2 . From the results of the statistical tests it is clear that promotion & marketing is related to re- visit.

4.3. Service quality and Re-visit

This relationship was measured using the following hypothesis,

H3: There is a significant relationship between re- visit and service quality.

Here the independent variable (service quality) considered were previous positive experience at this hotel chain influenced travel choice to Sri Lanka. This hotel chain reduced perceived risk to travel Sri Lanka. The table 4:3:6 below provides the model-fit results of the ‘Enter’ simple regression test using the above independent variable and re- visit as the dependent variable. Model 1 shows a significant ($p < 0.05$) F value. The R^2 for this model is 0.641, which indicates that 64.1% of the variations in re- visit are explained by the regression.

Table 4.5: Model Summary- Service Quality and Re- visit

Model	R	R Square	Adjusted R Square		Change Statistics	Durbin-Watson	
			R Square Change	R Square	F Change	Sig. F Change	
1	.801 ^a	.641	.643	.668	142.134	.000	2.258

a. Predictors: (Constant), Service Quality, b. Dependent Variable: Re- visit

Table 4.6: below provides statistics relating to the independent variables of the Model given in table 4.5. It shows that independent variable service quality to the variation in re- visit.

Table 4.6: Coefficients – Service quality and re- visit

Model 1	Unstandardized		Standardized	t	Sig.	Collinearity Statistics
	Coefficients		Coefficients			
	B	Std. Error	Beta			Tolerance
Constant)	-71.142	3.089	-2.222		.000	
Service quality	-.754	.050	.718	14.996	.000	1.000

a. Dependent Variable: Re- visit

The *b* value of this model is -0.754 which depicts an inverse relationship between the Service quality and re-visit. The significance value of the predictor ($p < 0.05$) suggests that the predictor significantly contribute to the model.

In summary, the data supports H_3 . From the results of the statistical tests it is clear that Service quality is related to re- visit.

4.4. Travel Intension and Re-visit

This relationship was measured using the following hypothesis,

H4: There is a significant relationship between Re- visit and Travel intension

Here the independent variable (Travel intension) considered were during travel, guest usually accommodate at hotels under which operate by an international hotel chain. When travel to a country, guest first choice is to have the accommodation at an international branded hotel and guest expect similar hotel service and accommodation experience during guest stay in every country. The table 4.7: below provides the model-fit results of the 'Enter' simple regression test using the above independent variable and re- visit as the dependent variable. Model 1 shows a significant ($p < 0.05$) F value. The R^2 for this model is 0.579, which indicates that 57.9% of the variations in re- visit are explained by the regression.

Table 4.7: Model Summary- Travel Intension and Re- visit

Model	R	R Square	Adjusted R Square	Change Statistics			Durbin- Watson
				R Change	Square Change	F Change	
1	.781 ^a	.616	.614	.616	124.894	.000	2.258

a. Predictors: (Constant), Travel Intension, b. Dependent Variable: re- visit

Table 4.8: below provides statistics relating to the independent variables of the Model given in table 4.7. It shows that independent variable making a contribution to the variation in re- visit.

Table 4.8: Coefficients – Travel Intension and Re-visit

Model 1	Unstandardize		Standardized	t	Sig.	Collinear ity Statistics Tolerance
	d Coefficients		Coefficients			
	B	Std. Error	Beta			
(Constan t)	-14.865	3.089		-3.232	.000	
Travel intension	-.732	.060	.718	13.654	.000	1.000

a. Dependent Variable: Re- visit

The *b* value of this model is -0.732 which depicts an inverse relationship between wages and re-visit. The significance value of the predictor ($p < 0.05$) suggests that the predictor significantly contribute to the model. In summary, the data supports H4 from the results of the statistical tests it is clear travel intension is related to re-visit.

4.5. Accessibility of booking and Re-visit

This relationship was measured using the following hypothesis,

H5: There is a significant relationship between re-visit and Accessibility of booking

Here the independent variable (Accessibility of booking) considered were modern technology used by the hotel chain helped me to make guest booking. The table 4.3:8 below provides the model-fit results of the ‘Enter’ simple regression test using the above independent variable and re-visit as the dependent variable. Model 1 shows a significant ($p < 0.05$) F value. The R^2 for this model is 0.516, which indicates that 51.6% of the variations in re-visit are explained by the regression.

Table 4:9: Model Summary- Accessibility of booking and re-visit

Model	R	R Square	Adjusted R Square	Change Statistics			Durbin-Watson
				R Change	Square Change	F Change	
1	.815 ^a	.652	.649	.652	114.894	.000	1.991

a. Predictors: (Constant), Accessibility of booking, b. Dependent Variable: Re-visit

Table 4:10 below provides statistics relating to the independent variables of the model given in table 4:9: It shows that independent variable making a contribution to the variation in re-visit.

Table 4:10: Coefficients – Accessibility of booking and Re-visit

Model 1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta			Tolerance
(Constant)	17.321	3.089	-12.222		.000	
Benefits & Rewards	-.712	.054	.719	19.432	.000	1.000

a. Dependent Variable: Re-visit

The *b* value of this model is -0.712 which depicts an inverse relationship between the Accessibility of booking and re-visit. The significance value of the predictor ($p < 0.05$) suggests that the predictor significantly contribute to the model. In summary, the data supports H₁. From the results of the statistical tests it is clear accessibility of booking is related to re-visit.

4.6. Review and Recommendation and Re-visit

This relationship was measured using the following hypothesis,

H6: There is a significant relationship between re-visit and review and recommendation

Here the independent variable (review and recommendation) considered were positive reviews of previous travelers about this hotel and Sri Lanka influenced for travel choice. The table 4:11: below provides the model-fit results of the ‘Enter’ simple regression test using the above independent variable and re-visit as the dependent variable. Model 1 shows a significant ($p < 0.05$) F value. The R^2 for this model is 0.587, which indicates that 58.7% of the variations in re-visit are explained by the regression.

Table 4.11: Model Summary- Review and Recommendation and Re- visit

Model	R	R Square	Adjusted R Square	Change Statistics			Durbin-Watson
				R Change	Square F Change	Sig. F Change	
1	.764 ^a	.587	.585	.587	142.533	.000	2.002

a. Predictors: (Constant), Review and recommendation, b. Dependent Variable: re- visit

Table 4:12 below provides statistics relating to the independent variables of the Model given in table 4:13: It shows that independent variable making a contribution to the variation in re- visit.

Table 4.13: Coefficients – Review and Recommendation and Re-visit

Model 1	Unstandardize d Coefficients B	Standardized Coefficients		T	Sig.	Collinearity Statistics	
		Std. Error	Beta			Tolerance	VIF
(Constant)	-3.986	3.089		-2.431	.000		
Review and Recommendation	-.698	.057	.557	12.341	.000	1.000	

a. Dependent Variable: Re-visit

The *b* value of this model is -0.698 which depicts an inverse relationship between review and recommendation and re- visit. The significance value of the predictor ($p < 0.05$) suggests that the predictor significantly contribute to the model. In summary, the data supports H6. From the results of the statistical tests it is clear that review and recommendation is related to re- visit.

5. CONCLUSION

This study main objective is behavioral impact of foreign tourists of international hotel chains on tourism demand in Sri Lanka. Tourists mainly who are visited to international hotel chain or city hotel tire travel purpose mainly business or MICE tourism. One of the main purposes of this study is find the main resone select Sri Lanka as the destination which is proved and answer 36% guest as international brand and image of hotel. That was main reason for their selecting this country as destination. As well as majority of tourist were willing to revisit the destinations and the particular hotel chain as they received perfect positive experience from this tour. When consider the issues face by tourist in their Travel mainly mention about direct air transport from origin country does convenience for tour and transport system within the country, mainly when they travel to up country faced many difficulties due to traffic and delay. Presence of this hotel chain/brand in Sri Lanka influenced tourist to select Sri Lanka as a destination and they usually accommodate at hotels under which operate by an international hotel chain. Great part of the tourist strongly agreed with that questions resone for that they have past positive experience with those hotel chains as well as them loyal customers for the hotel chain. Service satisfactions of guest were main resone to select the hotel chain. International hotel chain spent large money on advertising and promotion hotel chain among the high-end tourist which is help to improve the global awareness of Sri Lanka as destination. Regular promotion and marketing done by the Hotel chain improved tourist awareness and influenced travel to Sri Lanka mainly. As well as Previous positive experience at particular hotel chain influenced tourist travel choice to Sri Lanka. In here conclude that specifically tourist travel destination depends on the international hotel chain which is main reason to Sri Lanka select as a destination for study respondents.

Competitive travel package offered by hotel chain influenced for selection of accommodation of respondents. Also, hotel chain reduced tourist perceived risk to travel Sri Lanka due to reviews of previous travelers about hotel and Sri Lanka influenced for tourist travel choice. Brand loyalty programmers / special Offers given to the regular customers in the hotel chain encouraged tourist travel to Sri Lanka and tourist expect similar hotel service and accommodation experience during their stay in every country. Modern technology used by the hotel chain

helped tourist to make their booking easily. majority of guest who are accommodate at hotel chain usually enjoy foods and drinks from nearby outside restaurants while staying at hotel. This make indirect demand for economy of the country due to international hotel chain as well as usually tourist take accommodation in other local hotels while they visit the other places in the country. Indirect positive side of the international hotel chain helps many ways to country economy and tourism demand. As well as more than 90% tourist do shopping around the nearby areas while staying at the hotel. Those factors make addition demand for tourism through hotel chain. Revisit intention about the destination is positively impact for future tourism demand. Majority of the tourist are will to revisit the destination as they satisfied with services and products of destination and the international hotel chain also they willing to recommend hotel chain and destination to their friends and relatives.

Regression analysis used measure the relationship between the variables. First model uses to measure the significant relationship between re visit and brand image. The b value of this model is 0.781 which depicts a positive relationship between the re visit and brand image. In this model can identify the brand image of international hotel chain can achieved the more tourist attraction. Model two uses to test relationship between tourist revisit and promotion and marketing and promotion and marketing. This model verifies that promotion and marketing of international hotel chain make more revisit of tourist. Model three use to test relationship between tourist revisit and Service quality. Model three provides a b value of 0.801 which indicates a positive relationship between tourist revisit intention and Service quality. This model verifies that Service quality of international hotel chain make more revisit of tourist.

Model four use to test relationship between tourist revisit and Travel intension. Model four provides a b value of 0.781 which indicates a positive relationship between tourist revisit intention and Travel intension. This model verifies that Travel intension of international hotel chain make more revisit of tourist. Model five use to test relationship between tourist revisit and Accessibility of booking. Model five provides a b value of 0.815 which indicates a positive relationship between tourist revisit intention and Accessibility of booking. This model verify that Accessibility of booking of international hotel chain make more revisit of tourist. Model six use to test relationship between tourist revisit and Review and recommendation. Model six provides a b value of 0.764 which indicates a positive relationship between tourist revisit intention and Review and recommendation. This model verifies that Review and recommendation of international hotel chain make more revisit of tourist.

6. RECOMMENDATION

Based on the research finding, the following recommendations are given for the betterment of the tourism industry in Sri Lanka;

- It is revealed that there is a positive relationship between tourism demand and international hotel chain practices. Some of those practices are global marketing campaigns promoting their brands and its available destinations, promotional programs among their loyalty customers. Hence, it can be shared that there are benefits to the industry through better networking with non-hotel chains. Also, it is required to encourage non international hotel chains to have a cordial relationship with international hotel chains and to conduct destination marketing campaigns to promote the country.
- Since there is an impact on tourism demand through international hotel chains, the Government should encourage local hoteliers to affiliate with international hotel chains.
- As per the research findings, it is found that most of the foreign tourists who are staying at International hotel chains consume the products and services offered by the non-international hotel chains around the areas. Therefore, a collective effort should be taken by both chain and non-chain hoteliers to regularize the activities happening around those areas and to issue proper identification for the service providers.
- With the assistance of international hotel chains, it is required to implement a fully-resourced, long-term focused promotion campaign, covering all cities, including travel trade, public relations and a major online presence through leading booking and trading websites.
- The government should identify prospective development locations, particularly in regards to accessibility and invite International Hotel chains to invest in those areas with assistance and incentives from the Government.
- During the study, it was found that there is a considerable leakage of foreign exchange at hotels which operated under International Hotel Chain. Therefore, it is required to uplift the operations in the efficiency of the tourism sector by strengthen linkages between tourism and local suppliers, especially for food supplies and services to hotels, improve destination management and strategy, pool private sector resources such as cold storage and access to warehouse financing for this purpose, and regional level training facilities.

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