

How the Hotel Website Management Influence Hotel Supply Chain Management and Tourism Industry? A Case of Malaysian

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Abstract--- The objective of the current study is to examine the influence of hotel website management on hotel supply chain management and tourism industry performance in Malaysia. In the present decade, there is an increasing public interest in the web correspondence and the Internet marketing on tourism. A growing number of the Internet clients demonstrate that the Internet has grown quicker than some other type of electronic innovation or correspondence. That is why it is one of the emerging element to connect hotels and tourists. In this study a survey was carried out to collect the data from hotel employees and tourists. While analysing the data, it is revealed that hotel website management has considerable contribution in tourism industry through hotel supply chain. Website elements such as accessibility, flexibility and interactivity have important role in hotel supply chain. Moreover, staff service quality cannot be neglected. It increases the website service quality by strengthening the positive effect of hotel website on hotel supply chain.

Keywords: *Tourism, supply chain, staff quality, industry performance.*

1. Introduction

Tourism is an information-intensive industry that depends on correspondence with tourists through different channels to market products and build client connections [1].

The Internet has progressed toward becoming especially essential as a standout amongst the best methods for tourists to look for information and

buy tourism-related products. Tourism-related websites furnish clients with amazing route and investigation abilities so that the desired tourism-related information can be found helpfully. According to Verma, Iqbal [2], travel and tourism have long time been best classes of websites visited by the Internet clients.

In the present society, there is an increasing public interest in the web correspondence and the Internet marketing on tourism [3]. A growing number of the Internet clients demonstrate that the Internet has grown quicker than some other type of electronic innovation or correspondence. The biggest number of the Internet clients can be found in Asia followed by Europe and North America as stated by Internet World Stats of 2007. As alluded to the Malaysian Communication and Interactive Media Commission (MCMC), Malaysia was in the second place as far as the number of the Internet clients among ASEAN nations (57.8%) after Singapore (60.9 percent).

Web base communication among hotels and tourists are increasing that is the reason Malaysian falls under the top countries having huge number of Internet clients. Tourism, web base communication and hotels have significant relationship with each other [4-7]. Tourism has major contribution in Malaysian economy. It increases the gross-domestic product (GDP) of Malaysia. Figure 1 shows that the contribution of tourism in Malaysian gross-domestic product (GDP) is increasing each year. Therefore, tourism industry of Malaysian has significant importance for economy.

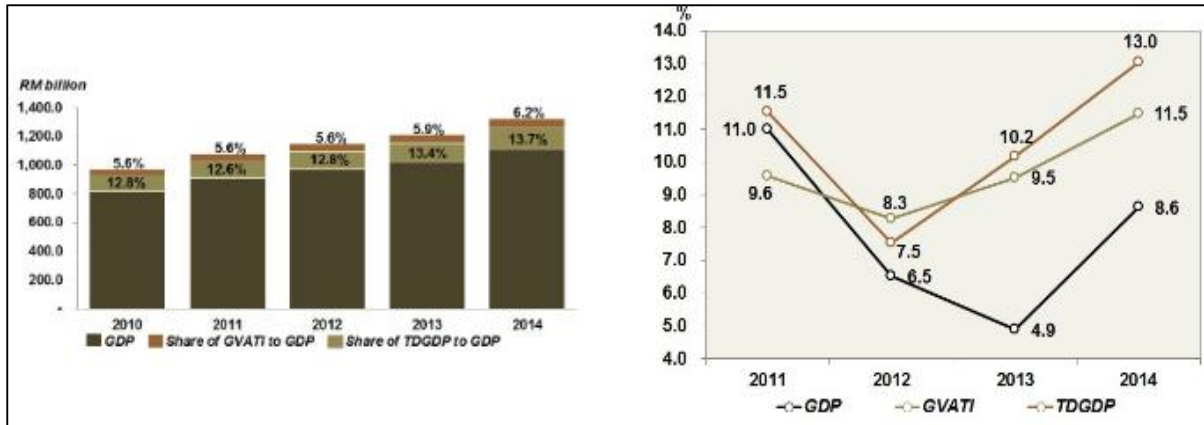


Figure 1. Share of Gross Value Added of Tourism Industries (GVATI) to Gross Domestic Product (GDP) in Malaysia

The rise of new innovations and their huge effect on everyday exercises of purchasers requires a top to bottom examination of customers' capacity and readiness to embrace these new advancements. This frame of mind towards innovation influences both appropriation and use [8, 9]. It is additionally basic to survey the relative comfort level shown by clients in utilizing these advancements [10]. The innovation status develops customers' conduct towards tolerating new innovation.

New innovation in web base hotel services for tourists increases the growth of Malaysian tourism

industry. Figure 2 shows the survey on the top ten countries in which the majority of visitors visit these countries. According to this survey, Korea is on the top worldwide where most of the visitor visit in 2016 and 2017. Following by the USA tourism industry. However, Malaysia is on the seventh position where most people visit. This trend is increasing day by day in which the hotel services are more important. Better hotel services lead towards the better tourism industry[11-13].



Figure 2. Top ten countries where highest number of visitor's visit

Therefore, the objective of the current study is to examine the influence of hotel website management on hotel supply chain management and tourism industry performance. Supply chain is also most important in hotel industry. As the supply chain in hotels is important to attract the customers

2. Literature Review

Acknowledgment of new innovation has likewise grasped inspirational work for online services with proportions of accommodation, information and financial [17] and thought processes in information,

[14-16] which ultimately effect on tourism industry performance. Therefore, the point of intention in the study is to the role of hotel supply chain management to enhance the website communication effect on tourism industry performance.

relational correspondence, escape, financial and specialized learning [18]. Consequently, this examination endeavours to fill the hole in examining the directing impacts of individual attributes and inspirational factors on the connection between client and service providers.

Internet marketing has seen explosive development also turn into a reasonable method for

achieving marketing procedures. There is enormous measure of profitable tourism information accessible on the Internet [19-21]. It incorporates the lodging reservations, travel, understanding, ticket cost and bundles. The tourism information is consolidated, incorporated and bundled in various ways so as to suit diverse tourists' needs. In any case, clients are frequently overpowered by these immense measures of information accessible on the web and in this manner can't generally find what they planned to discover.

Therefore, there is need to the hotel website to be more accessible, flexible and interactive [22]. It will provide ease to the tourists while using the

website and choosing plans. It will satisfy the customers and increases the performance. However, the quality of staff is also more important, better staff services quality is most important to satisfy the customers [23]. Thus, website accessibility, flexibility, interactivity and supply chain staff services quality are more important to facilitate supply chain in hotel which promote tourism industry performance. Theoretical framework of the study in Figure 3 showing the relationship of hotel website, supply chain, staff services and tourism industry performance [13, 24, 25].

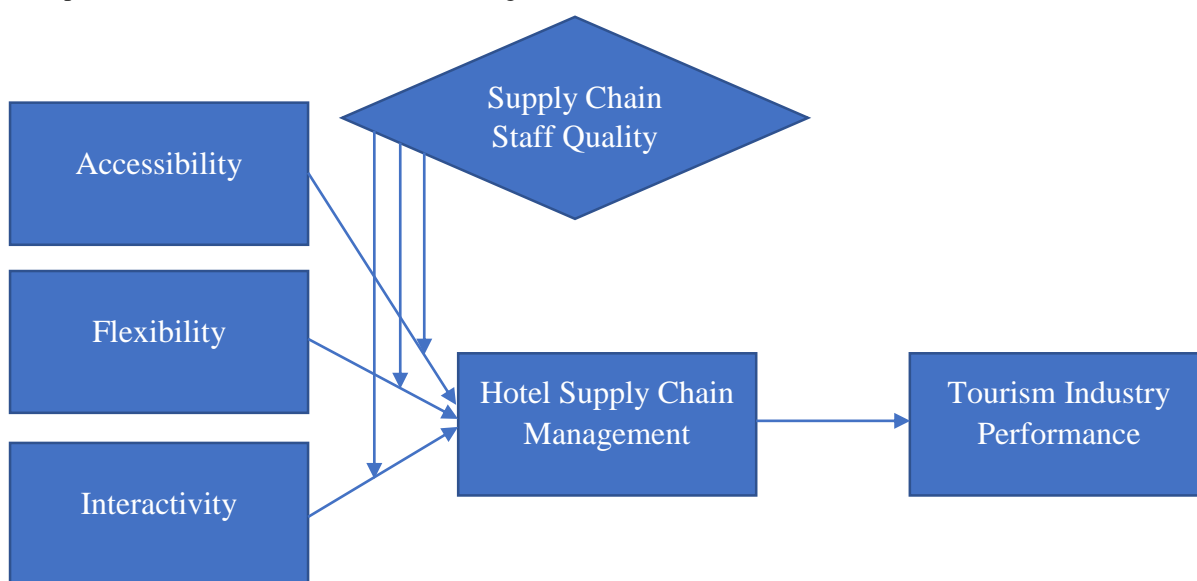


Figure 3. Theoretical framework of the study showing the relationship of hotel website, supply chain, staff services quality and tourism industry performance.

Particular studies demonstrate that the advantages often used interchangeably. The perceived advantages accessibility, flexibility and interactivity. This finding supported an exploration led by Mircheska and Hristovska [26] when they referenced that the before expressed benefits perceived in acknowledgment of online marketing as like the focal points of the Internet as a marketing instrument.

Accessibility is critical, particularly in global exchange where business is led crosswise over various time zones. Each buyer on the website can achieve the entire information in time that is great for him/her. From the tourism points of view, accessibility of the web information enables tourists to design before their movement. In this way, shoppers feel enabled getting information and

making free deliberate move by taking benefits [27]. Online information is basic for explorers, and the Internet enables them to access and look for movement related information, for example, air-ticket appointments, online room reservations, etc without go to offices [28]. Since the movement and tourism industry is an information-arranged business, the Internet is an appropriate domain for building a dynamic stage for information supply and trade [29]. Henceforth, accessibility is a standout amongst the most vital parts in client estimation of tourism websites [30]. Figure 4 shows the effective hotel website design.

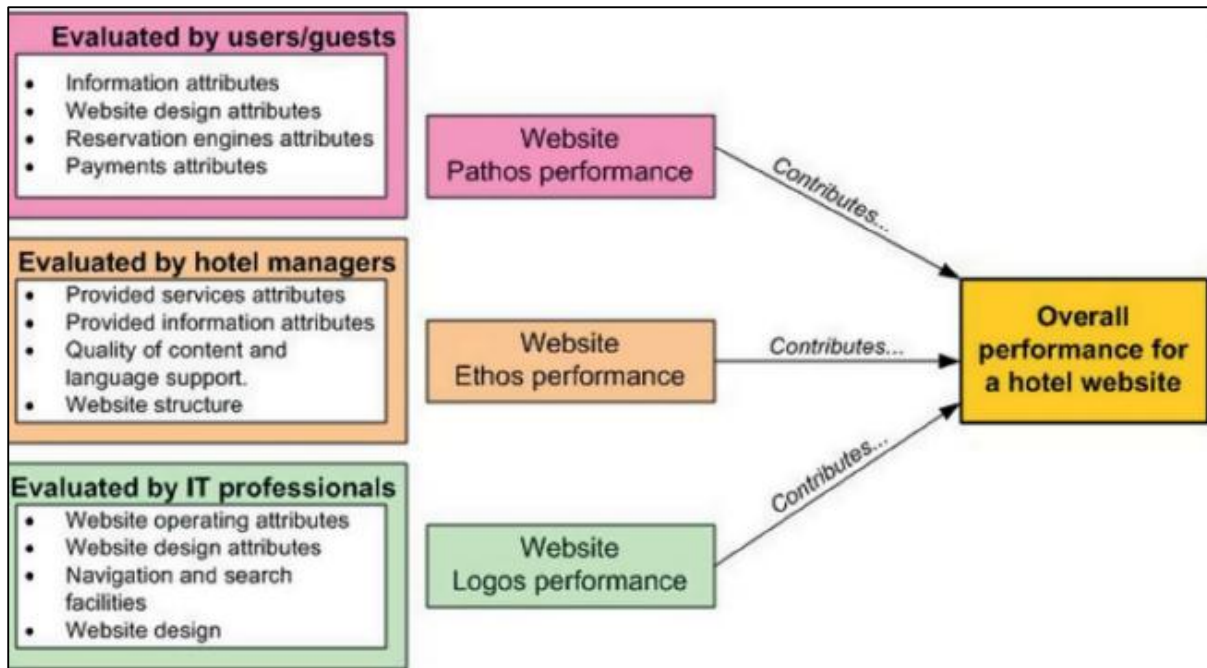


Figure 4. Effective Hotel Website Design

So as to meet the expanded requests of online information, tourism associations ought to have the capacity to give appealing information and fast criticism to their objective purchasers'. Consequently, giving good information is vital on the grounds that tourism buyers comprised of individuals with various needs and interests. One noteworthy normal for customer perceived estimation of tourism hotel websites is interactivity. Intuitive website enables online clients to include in direct correspondence with related associations which give them quick criticism [31]. As indicated by Web Trends (2007) hypertext is a component that empowers online clients to get information at their very own inclination. It is used to boost the interactivity of the tourism websites for hotels.

As indicated by Head [32], tourism websites marketing empowers tourists to acquire required information and enable them to speak with the individual tourism association. Perceived value of the tourism websites empowers traveller to get ready for their trips by alluding to the route, mechanical innovativeness and accessibility. What's more, tourists would get themselves connected to the tourism websites that comprised of information and in addition lovely intelligent components, for example, visual and graphical introduction [33]. Design of these hotel websites enhances the hotel supply chain management.

Flexibility likewise assumes a vital job in client estimation of tourism websites. Flexibility enables information to be altered furthermore, refreshed to meet with the present requests. User-friendly websites with rich, fascinating and accessible

substance will eventually win clients' endorsement, empowering use and return visits. As alluded to McQuitty and Peterson [34], surfing the Internet and utilizing a website is singular inclination disposition and it just influences customers with existing information about a specific item or potentially benefit. Past scientists have dedicated their exertion in directing prior research on customer perceived value identified with various field including inspiration and basic leadership, tourism goals [35], purchaser practices and challenges in new innovation selection [36]. Flexibility of hotel website facilitates supply chain process.

Web based marketing has been penetrated same ideas from intelligent marketing since business and its client utilized the Internet as "a definitive intelligent medium". This kind of marketing is intended to make an incentive for the two gatherings. As per Lexhagen [37], interactivity and accessibility which have been perceived as the principle qualities of the Internet are accepted to add to client perceived value. In this examination, specialist has included one qualities of the Internet which is flexibility. Thus, the motivation behind this examination is to address the hole in the writing by using the hotel websites. However, in this process, enterprise risk management should be considered as it is one of the most important element [38]. Additionally, political instability is also important [39] which generally disturbs the tourism activities.

Meanings of service quality is the comparison of the correlation that clients make among their

assumptions regarding a service and their impression of the manner in which the service has been performed [40-42]. Lehtinen and Lehtinen [40] presented an idea with respect to quality. As per this idea, quality relies upon yield and process, and afterward in 1983, they presented the idea of service quality dependent on physical quality and additionally intuitive. After that Gummesson and Grönroos [43] presented a model for gadget quality. A better supply chain staff quality increases the customers' attraction. It has critical effect on client fulfilment which improve company's performance. Satisfaction is also important for better performance [44]. Therefore, hotel supply chain staff services quality is most significant to attract tourists[45-47].

2.1 Hypotheses Development

H1: There is significant relationship between accessibility and hotel supply chain management.

H2: There is significant relationship between flexibility and hotel supply chain management.

H3: There is significant relationship between interactivity and hotel supply chain management.

H4: There is significant relationship between hotel supply chain management and tourism industry performance.

H5: Supply chain staff quality moderates the relationship between accessibility and hotel supply chain management.

H6: Supply chain staff quality moderates the relationship between flexibility and hotel supply chain management.

H7: Supply chain staff quality moderates the relationship between interactivity and hotel supply chain management.

3. Method

This is survey-based study and data were collected with the help of survey questionnaire. Close ended questions were asked related to the key variables such as accessibility, flexibility, interactivity, hotel supply chain management, supply chain staff quality and tourism industry performance. Questionnaires were based on two major sections. First section comprised of profile of respondents such as age, gender, education and income level. The second section comprised of the items related to the key variables of the study.

The questionnaires were distributed among the hotel employees. Those employees which were involved in hotel supply chain and tourism activities were selected to respond for this survey. Questionnaires were distributed by using simple random sampling technique. Moreover, the sample size was selected based on the Comrey and Lee [48] inferential statistics. According to him, 300 sample size is good. Therefore, 300 sample size was used in this study. From 300 distributed questionnaires, 2010 valid responses were received and used to analyse the collected data. Moreover, a 7-point Likert scale were used in this study.

4. Findings

This study employed Partial least square (PLS)-Structural equation modeling (SEM) to analyse the collected data. The study used version 3 of PLS. In first stage of Structural equation modeling (SEM), reliability and validity was examined through measurement model. Figure 5 confirms the factor loading. All the factor loading is above 0.5 which minimum acceptable level in this study as mentioned by Hair, Black [49]. Convergent validity was examined by the help of average variance extracted (AVE). It must be greater than 0.5 which is shown in Table 1. Composite reliability is also above 0.7. Finally, the discriminant validity is given in Table 2.

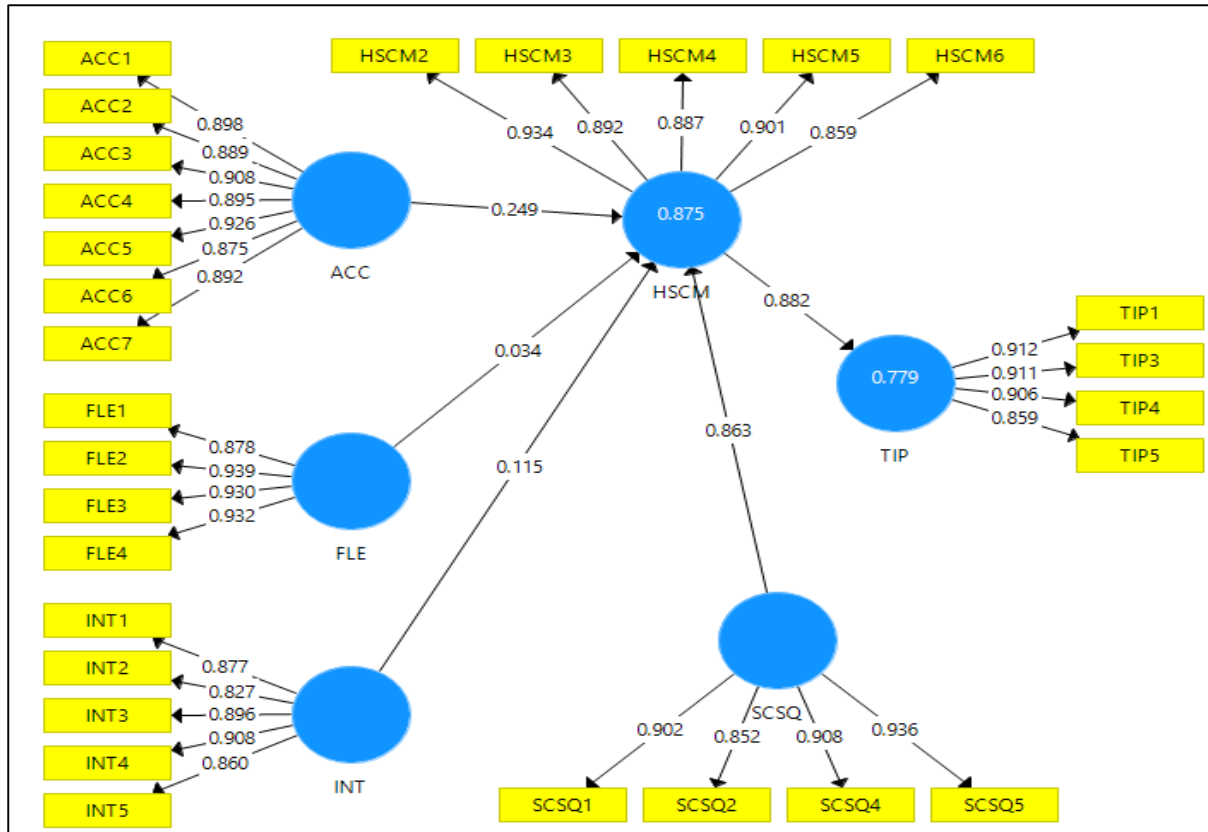


Figure 5. Confirmatory Factor Analysis

Table 1. Reliability and convergent validity.

	α	rho_A	CR	(AVE)
ACC	0.96	0.961	0.967	0.806
FLE	0.939	0.942	0.957	0.846
HSCM	0.938	0.939	0.953	0.801
INT	0.923	0.926	0.942	0.764
SCSQ	0.921	0.923	0.944	0.81
TIP	0.919	0.923	0.943	0.805

Table 2. Cross-Loadings

	ACC	FLE	HSCM	INT	SCSQ	TIP
ACC1	0.898	0.84	0.637	0.845	0.632	0.635
ACC2	0.889	0.747	0.637	0.781	0.584	0.566
ACC3	0.908	0.811	0.642	0.844	0.605	0.625
ACC4	0.895	0.761	0.63	0.831	0.634	0.588
ACC5	0.926	0.833	0.682	0.883	0.682	0.697
ACC6	0.875	0.796	0.599	0.783	0.6	0.609
ACC7	0.892	0.868	0.632	0.858	0.618	0.637
FLE1	0.798	0.878	0.562	0.779	0.538	0.566
FLE2	0.837	0.939	0.632	0.834	0.64	0.659
FLE3	0.848	0.93	0.603	0.846	0.604	0.664
FLE4	0.829	0.932	0.614	0.846	0.64	0.677
HSCM2	0.666	0.584	0.934	0.646	0.85	0.813

HSCM3	0.637	0.608	0.892	0.628	0.871	0.794
HSCM4	0.632	0.596	0.887	0.656	0.818	0.82
HSCM5	0.633	0.601	0.901	0.649	0.84	0.783
HSCM6	0.608	0.544	0.859	0.612	0.776	0.736
INT1	0.794	0.787	0.622	0.877	0.657	0.63
INT2	0.791	0.744	0.571	0.827	0.599	0.625
INT3	0.813	0.771	0.638	0.896	0.668	0.626
INT4	0.835	0.786	0.679	0.908	0.689	0.663
INT5	0.824	0.843	0.602	0.86	0.561	0.637
SCSQ1	0.591	0.547	0.841	0.61	0.902	0.771
SCSQ2	0.552	0.513	0.788	0.592	0.852	0.742
SCSQ4	0.693	0.674	0.856	0.703	0.908	0.859
SCSQ5	0.654	0.634	0.858	0.71	0.936	0.824
TIP1	0.678	0.672	0.865	0.712	0.869	0.912
TIP3	0.608	0.617	0.787	0.654	0.791	0.911
TIP4	0.642	0.676	0.765	0.65	0.759	0.906
TIP5	0.556	0.535	0.743	0.587	0.764	0.859

After achievement of measurement model or preliminary requirements of PLS-SEM, the structural model was tested through PLS bootstrapping to examine the relationship between various variables. It is shown in Figure 6. Results are given in Table 3. All the relationship between variables have t-value above 1.96. However, the relationship between interactivity and hotel supply chain management has t-value below 1.96 which indicates insignificant relationship. Therefore,

accessibility and flexibility have significant positive relationship with hotel supply chain management, however, interactivity has insignificant relationship. Additionally, staff service quality and hotel supply chain management also have significant positive relationship with tourism industry performance. These result supported H1, H2 and H4, however, not supported H3.

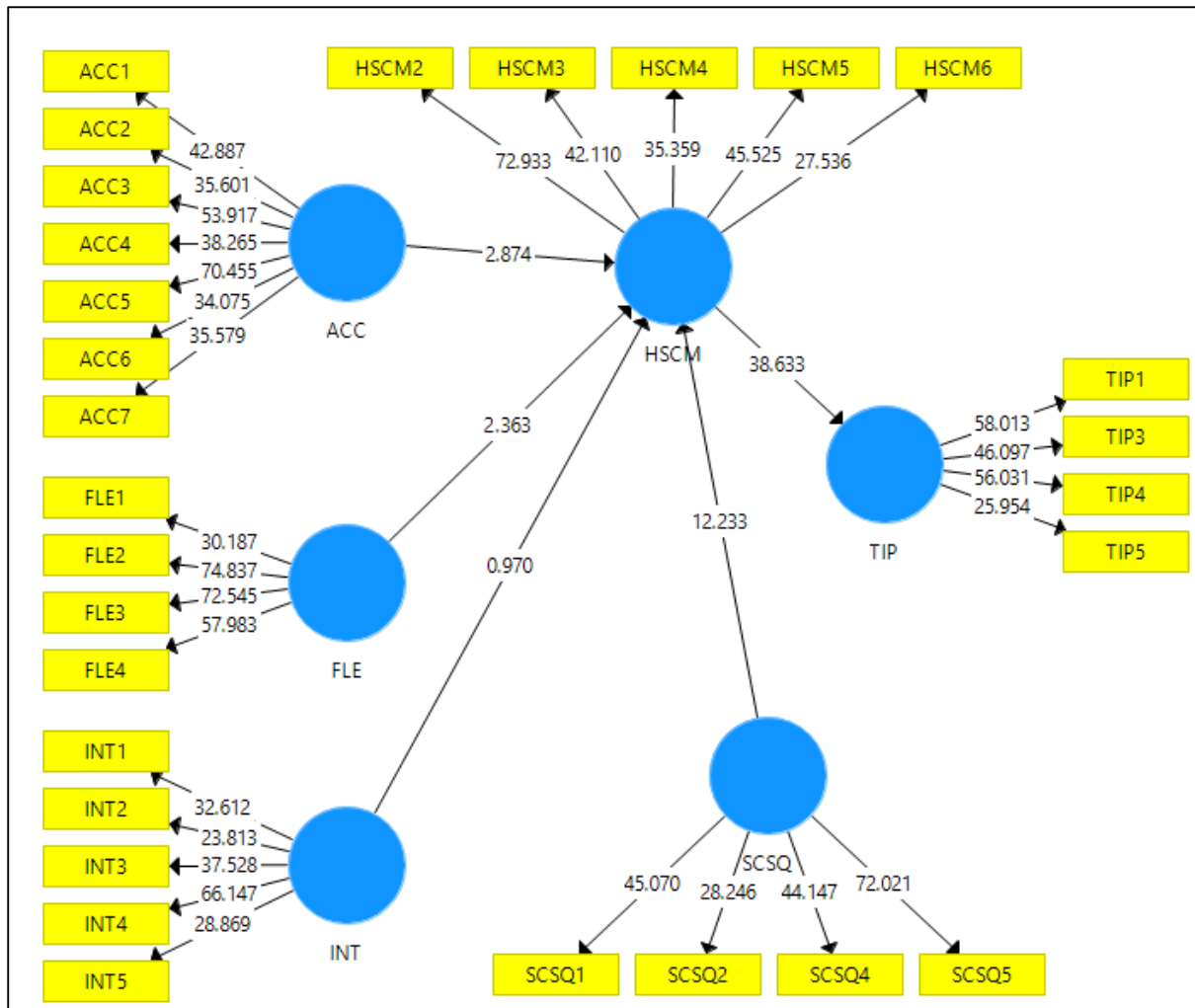


Figure 6. Hypotheses testing model

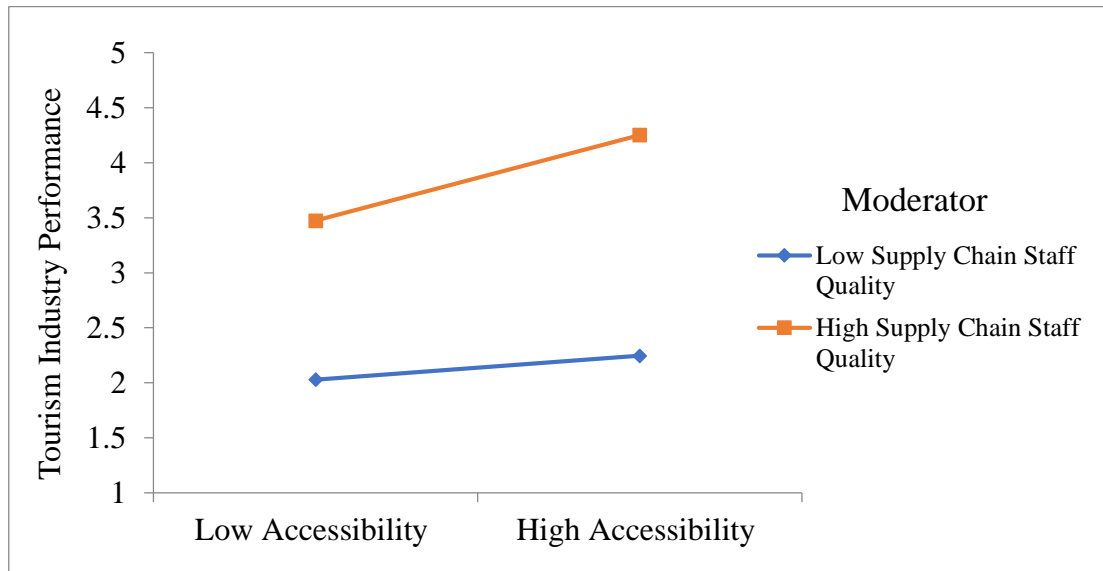
Table 3. Direct results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
ACC -> HSCM	0.249	0.252	0.087	2.874	0.004
FLE -> HSCM	0.034	0.023	0.014	2.363	0.007
HSCM -> TIP	0.882	0.883	0.023	38.633	0.000
INT -> HSCM	-0.115	-0.116	0.119	0.97	0.332
SCSQ -> HSCM	0.863	0.854	0.071	12.233	0.000

Moreover, the moderation effect is shown in Table 4. It is found that staff service quality moderating the relationship of accessibility and hotel supply chain management. However, the moderation effect of staff service quality is insignificant for flexibility and interactivity with hotel supply chain management. Moreover, R² is shown in Figure 5 which is 0.779. Figure 7 indicates the direction of moderation effect. It shows the moderation effect of staff quality strengthens the positive relationship of accessibility and hotel supply chain management.

Table 4. Moderation Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
ACC* SCSQ >TIP	0.140	0.139	0.031	4.456	0.000
FLE* SCSQ >TIP	0.104	0.102	0.055	1.871	0.065
INT* SCSQ >TIP	0.012	0.611	0.023	0.501	0.898

**Figure 7.** Moderation effect of supply chain quality between accessibility and hotel supply chain management.

5. Conclusion

The current study examines the role of hotel website in hotel supply chain management and tourist industry performance in Malaysia. Moreover, the moderating role of supply chain service quality was also examined. Data were collected from the employees of various hotels in Malaysia.

While examining the findings of the study it was revealed that hotel website has important role in hotel supply chain activities and tourism industry performance. Elements of hotel website such as accessibility and flexibility have major role to boost hotel supply chain and tourism industry performance. However, it is found the interactivity is no reasonable contribution in hotel supply chain or industry performance. Moreover, it was found that supply chain staff and hotel supply chain management also have significant role in industry performance. Additionally, it is revealed that better quality services of hotel always increase the hotel supply chain activities and increases the industry

performance. Therefore, hotel management should manage a good website to attract the customers and to enhance the quality level of their staff through training programs. Future research is required to examine the open-innovation effect on tourism industry performance by considering the current model. Because the external knowledge and internal innovation has important role in business performance as demonstrated by Hameed, Basheer [50]. Acquisition of external knowledge can be used to produce customise service and better ideas from customers and external partners.

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