The concept of a luxury hotel in the context of 21st century China: An insight into factors influencing guests' satisfaction with luxury hotels in Beijing.

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Abstract

The factors influencing different types of guests’ satisfaction with hotels has been studied in different countries; however, researches into factors influencing different types of hotel guests' satisfaction in the Chinese context are limited. Therefore, the aim of this study is to learn about satisfaction with hotels in the Chinese context. This study examines online comments by Chinese guests regarding satisfaction with luxury hotels in Beijing and hotel description on their websites, to find the factors influencing Chinese business and leisure guests' satisfaction. The research was conducted using a qualitative approach. Ten luxury hotel descriptions were collected from their official websites, and 150 Chinese guests' comments online were collected, about ten luxury hotels in Beijing. Content analysis was adopted for analysing the collected data.

The results of this study show luxury hotels described themselves as providing *luxurious* accommodation and *traditional Chinese* design of hotels. However, both Chinese business and leisure guests placed less emphasis on *luxurious* accommodation and *traditional Chinese* design of hotels. Both business and leisure guests placed considerable emphasis on hotel location. Furthermore, staff service also plays an important role in the business guests' satisfaction; amenities are a significant factor influencing leisure guests' satisfaction with luxury hotel in Beijing.

The results of this study contribute to the current literature about the factors influencing hotel guests' satisfaction in China, and how hotels see themselves on their websites. The results of study can also be useful for hotels as they could distinguish their characteristics in their descriptions from their competitors, and can be materials using to better introduce themselves on their websites. In addition, factors influencing different types of Chinese guests' satisfaction with luxury hotels in Beijing can be a reference regarding the needs of Chinese guests in luxury hotels.

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Attestation of Authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

Signed:
Jiali Zhao
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Chapter One: Introduction

1.1 Opening remarks

The implementation of the Open-Door Policy in the late 1970s (Tsang & Qu, 2000), meant China welcomed international trade and visitors (Gu, Ryan & Yu, 2012). The rapid development of the hospitality industry in China occurred in the following years (Gu, Ryan & Yu, 2012). Between 1990 and 2012, inbound tourist arrivals increased from 27.46 million to 132.40 million (Guo, Zhang, Yang & Zhang, 2014). The number of hotels in China increased rapidly on account of the growth in numbers of both domestic and international tourists (Zhou, Ye, Pearce & Wu, 2014). In the capital city, Beijing, the hotel development boom continues (Law & Chen, 2012). In 2000, hotel room capacity in Beijing was just 85,000; for the Olympics in 2008, 45,000 additional hotel rooms were needed and provided by Beijing (Zhang, Guillet & Gao, 2012).

In 2005, there were 36 five-star and 79 four-star hotels in Beijing. By 2008, there were 52 five-star and 122 four-star hotels in Beijing (China National Tourism Administration 2005-2016). In 2015, 572 hotels were built in Beijing, including 62 five-star and 132 four-star hotels (CNTA, 2015). In 2016, 517 hotels were built in Beijing, including 61 five-star hotels and 125 four-star hotels (CNTA, 2016). Guests satisfaction is one of the reasons influencing the development of hotels (Qi, Li, Zhu & Shi, 2017). Guests can now share remarks about their stay online, which can influence others' decision-making; thereby, guests' online comments have a significant impact on the sales of hotels rooms. (Ye, Li, Wang & Law, 2012). Therefore, guests' satisfaction could be seen as an important factor influencing their loyalty and brand recognition in the hotel operation (Wilkins, Merrilees & Herington, 2009; Prasad, Wirtz & Yu, 2014). High satisfaction has a positive effect on guests' loyalty to hotels (Saleem & Sarfraz Raja, 2014). Low satisfaction could lead to low loyalty, so hotels could lose guests. Therefore, understanding and identifying what factors can influence guests' satisfaction is important; satisfaction, enhancing guests' loyalty, is the key factor associated with hotels' turnover and profit (Kim, 2014).

Business and leisure guests are the main types of guests in hotels (Kashyap & Bojanic, 2000; Yavas & Babakus, 2005; Tsai, Yeung & Yim, 2011). Different types of guests could experience different factors influencing their satisfaction with hotels (Yavas & Babakus, 2005; Ramanathan & Ramanathan, 2011). Some international and Chinese studies have attempted to understand the factors influencing business and leisure hotel guests' satisfaction (Walls, Okumus, Wang & Kwun, 2011; Tsai, Yeung & Yim, 2011; Ye, Li, Wang & Law, 2012). For example, in North America, leisure guests placed more emphasis on the surrounding environment than did business guests (Walls et al., 2011). Business guests in Britain focused on the cleanliness of rooms and hotel location; security, personal interactions and room rates were significant attributes considered by leisure guests (Ramanathan & Ramanathan, 2011).

Overall, business and leisure guests from different cultural backgrounds could have different factors influencing their satisfaction with luxury hotels. In Beijing, the reason for the decline in number of luxury hotels was mainly low satisfaction felt by guests (Qi et al., 2017). An understanding of the factors influencing Chinese guests' satisfaction with luxury hotels in Beijing is needed.

1.2Aim and Objectives

The factors influencing business and leisure hotel guests' satisfaction have been studied in different countries; however, research into factors influencing satisfaction with hotels of different types of guests' in the Chinese context is limited. Therefore, the aim of this research is to learn about satisfaction with luxury hotels in the Chinese context. To achieve the aim, this research focused on analysing the satisfaction from the points of view of both hotels and their guests. The two objectives to meet the aim of the research were as follows:

1. To identify how Beijing luxury hotels describe themselves on their websites.
2. To identify the factors influencing Chinese business and leisure guests' satisfaction with luxury hotels in Beijing.

To achieve objective 1, the hotel descriptions about the top ten five-star hotels in Beijing were collected from their official websites. 150 Chinese guests' online comments were collected from Ctrip, a Chinese travel website, to achieve objective 2.

1.3 Methodology and Methods

This research was conducted using qualitative methods. The research identified how luxury hotels describe themselves on their websites and factors influencing Chinese business and leisure guests' satisfaction with luxury hotels. The aim of this research is to learn about satisfaction with luxury hotels in the Chinese context. Ctrip is the most popular website for providing guests’ online comments about their satisfaction (Ye, Law & Gu, 2009; Gu & Ye, 2013; Sun, Tong & Law, 2015). More importantly, the mechanism of Ctrip allows guests to grade and comment on their hotel stays (Ye, Law & Gu, 2009). Therefore, the top ten five-star hotels with high satisfaction in Beijing, as ranked by guest rating on the Ctrip website, were chosen as samples for this research. 150 online comments from different types of Chinese guests of the ten hotels were collected. In addition, the ten hotels' descriptions were collected from their official websites. Data collection was undertaken between July 2017 and August 2017.

As the research examines the content of guests' comments and hotels’ descriptions, content analysis has been adopted as a research strategy to analyse the collected data. Specifically, quantitative content analysis was used to count the frequency of categories; then, qualitative content analysis was used to specifically describe analysis of data. The results of this research were also compared with and contrasted against existing literature to reveal implications.

1.4 Research significance

Guests’ satisfaction has significant influence in the hospitality field (Qi et al., 2017); however, literature about hotel guests' satisfaction was less numerous than that about employee’s satisfaction with hotels (Line & Runyan, 2012). Although Li, Ye and Law (2013) focused on guests’ satisfaction with hotels by using secondary data from Ctrip and data collected in Beijing, researchers have not identified the factors influencing satisfaction of different types of Chinese guests with luxury hotels in Beijing. Thus, the results of this research will add to the body of knowledge in the current literature and provide material for future studies about factors which influence business and leisure guests' satisfaction with hotels.

In addition, the results of this research will offer an insight into the factors influencing different types of Chinese guests' satisfaction with luxury hotels in Beijing. The results of this research could be seen as material for hoteliers to identify satisfaction factors and improve guests' satisfaction through enhancing quality and standards. The results of this study could help hotels distinguish their characteristics in their descriptions from their competitors on their websites. The results may also provide useful insights for hoteliers in other parts of China. Additionally, this research analysed what luxury hotels said about themselves on their websites and produced a figure to present the findings. Therefore, the results of this research could take information from Ctrip about hotel descriptions.

1.5 Structure

This dissertation comprises six chapters, including this introductory chapter. Chapter Two reviews the literature in the areas of the development of hotels in China, factors influencing guests' satisfaction in Beijing, concept of guests’ online comments and concept of hotels’ official websites. Chapter Three is concerned with the methodology and methods used for the research. Chapter Four presents the results of this research. The results of this study show luxury hotels described themselves as providing *luxurious* accommodation and *traditional Chinese* design of hotels. Both business and leisure guests placed considerable emphasis on hotel location. Furthermore, staff service also plays an important role in the business guests' satisfaction; amenities are a significant factor influencing leisure guests' satisfaction with luxury hotels in Beijing. Chapter Five, analyses the main results from the hotels' descriptions on their websites, the main types of Chinese guests in luxury hotels in Beijing and the main factors influencing Chinese business and leisure guests’ satisfaction. The final chapter gives a brief summary of this research, limitations of this research and suggestions for future research.

Chapter Two: Literature review

2.1 Introduction

This chapter reviews literature relating to luxury hotels in China, beginning with their development, including the history of hotels in China, the star-rating system of hotels in China and concept of luxury hotels in China. Then, this chapter reviews factors influencing Chinese guests' satisfaction with luxury hotels in China, involving the definition of guests' satisfaction, Chinese guests' expectation for luxury hotels in China, and Chinese perception of guests' satisfaction within luxury hotels. Also, literature relating to concept of guests' online comments and hotels official websites are reviewed. The chapter concluded by identifying the body of knowledge this study intends to add to.

2.2 The development of hotels in China

2.2.1 The history of hotels in China

The hospitality industry in China has significantly developed (Gu, Ryan & Yu, 2012). In the early 1970s, the phenomenon of hotel shortages existed due to the undeveloped hospitality industry (Tsang & Qu, 2000). At the end of the 1970s, the Open-Door Policy was implemented, opening China more to the outside world (Wei, 1993). The implementation of this policy attracted a large number of international tourists (Tsang & Qu, 2000). However, hotels were few in number, and an influx of tourists worsened the problem of hotel shortage (Zhang, Pine & Lam, 2005; Gu et al., 2012). Thus, with the fast development of tourism and hospitality industry after the reform and opening-up in 1978, the Chinese hospitality industry began developing in order to solve the problem of hotels shortage and meet social needs (Tsang & Qu, 2000; Chan, Ye & Xu, 2016).

In 1982, the Jianguo Hotel, the first joint-venture hotel, was built (Pine, Qiu & Qi, 2000). In 1990, the first five-star hotels in China were opened: the Shanghai Hilton, the White Swan Hotel and The China Hotel in Guangzhou (Yu, 1992). After 1990, many luxury brands started investing in the Chinese hotel industry. For example, the Ritz-Carlton, Four Seasons and Shangri-La focus on the first-tier cities such as Beijing, Shanghai and Guangzhou; the InterContinental, Accor, Starwood and Hilton emphasise secondary cities (Gu, Ryan & Yu, 2012).

In 2001, there was a rapid development of hotels after China joined the World Trade Organisation (WTO) (Lee, 2002). In 2002, the number of hotels was 8880 in China; two percent of those hotels held five-star rating (178), and four-star hotels made up 7.5 percent (666) (Yu & Huimin, 2005). In 2010, 492 five-star hotels and 1817 four-star hotels were built in China (China National Tourism Administration, 2016). In 2016, the number of five-star hotels and four-star hotels reached 809 and 2367 respectively (China National Tourism Administration, 2016). It is not hard to see the number of four-star and five-star hotels has increased substantially in recent years (Chan et al., 2016; Qi et al., 2017). In the future, 741 new hotels will open by the year 2019 (Chan et al., 2016). However, Aliouche and Schlentrich (2010) argue the Chinese luxury hotel market is saturated; thus, the growth and development of luxury hotels will slow and be limited in the future.

2.2.2 The star-rating system of hotels in China

With the development of the hospitality industry, standardisation and professionalisation began (Liu & Liu, 1993). In 1988, the hotel star-ranking system was formally established and introduced by the China National Tourism Administration (Pine & Phillips, 2005). This star-rating system, the People's Republic of China Tourism Hotel Stars Standard (Hung & Lin, 2012), was adapted from the international star-rating standard (Lu & Zhu, 2006). The aim of this system is to provide clear differentiation of hotels and improve the quality of amenities and service (Pine & Phillips, 2005).

In 1993, the system was applied as a national hotel standard across China (Pine & Phillips, 2005). In 1998, the star-rating system was revised according to industry practice (Pine & Phillips, 2005); the star-rating system began to focus on a range of tailored services, quality of service, required facilities, quality of facilities and equipment, maintenance, cleanliness and guests' satisfaction (Yu, 1992; Liu & Liu, 1993; Pine & Phillips, 2005; Hung & Lin, 2012).

In China, the hotel rating is classified from 1 to 5 stars (Hung & Lin, 2012) and above that the platinum five-star level (Cser & Ohuchi, 2008). One-star and two-star hotels designate low-end hotels; three-star hotels designate mid-scale hotels; (Mao & Yang, 2016). Four-star and five-star hotels are categorised as luxury hotels (Yang, Wong & Wang, 2012; Li, Ye & Law, 2013). The criteria of the hotel classification evaluation policy are mainly based on hotel facilities and operational quality; the star rating system focuses on the evaluation of three-, four- and five-star hotels (Lu, Ye, & Law, 2014). For hotel facilities, a specific scoring system for each star category has been used by the China National Tourism Administration (CNTA), with a total of 600 points available; hotels with 220 points are three stars, 320 points are four stars, and 420 points are five stars. In terms of operational quality, the rating of each hotel is converted into a percentage, based on the standard established by CNTA: 75% for three stars, 80% for four stars, and 85% for five stars (Lu, Ye, & Law, 2014).

Therefore, the star-rating category of hotels heavily depends on the facilities and service standards (Ye, Law, Gu & Chen, 2011). Different star levels of hotels have different standards and quality levels (Gu, 2003; Mao & Yang, 2016). The number of rooms is also evaluated; for example, the average number of rooms in four-star hotels is around 210, and the average number of rooms in five-star hotels is approximately 379 (Ryan & Gu, 2007; Wu, Liang & Song, 2010).

Well-designed hotel style, rational layout, room functionality and various amenities also are evaluated in luxury hotels, according to the luxury hotel evaluation criteria of the China National Tourism Administration (2016). In addition, the star level of hotels is evaluated annually to assess the quality of hardware (such as amenities and facilities of hotels) and software (such as service) (Ryan & Gu, 2007). The higher the star level, the better the performance of a hotel (Jiang, Gretzel & Law, 2014).

2.2.3 Concept of luxury hotels in China

The development of luxury hotels has become a significant part of hospitality development in China (Guillet, Zhang & Gao, 2011). Brand loyalty, perceived quality and brand image for luxury hotels (Kim & Kim, 2005). According to Chen and Dimou (2005), luxury hotels are renowned for superior service. Aliouche and Schlentrich (2010) also observe the requirement of luxury hotels is to offer a high level of service and quality.

Beside high-quality service, almost all luxury hotels in China are located in the centre of the city (Yang, Wong & Wang, 2012). As Li, Ye and Law (2013) explain, most of the luxury hotels located in the centre of the city are high-level hotels because the convenient location could be a key factor when guests have many choices of luxury hotels (Yang et al., 2012). In addition, amenities and facilities, cleanliness and hygiene, convenient transportation, safety and security are also significant selected essentials in luxury hotels in China (Li et al., 2011).

Providing superior tangible products such as a luxurious room layout, and the quality and variety of food and beverage are significant in luxury hotels; intangible products, such as environment and atmosphere also need attention in luxury hotels in China (Chen & Hu, 2010). Offering an expensive and elegant experience of accommodation in luxury hotels is also needed (Qi, Law & Buhalis, 2017). Therefore, both tangible and intangible services need to be considered and provided in luxury hotels, and these services could measure their functional value (Yang & Mattila, 2016). In order to better understand the performance of both tangible and intangible services in luxury hotels, the next section will discuss factors influencing Chinese guests' satisfaction with luxury hotels, including the definition of guests' satisfaction, Chinese guests' expectations for luxury hotels in China, and Chinese perception of guests' satisfaction with luxury hotels.

2.3 Factors influencing Chinese guest' satisfaction with luxury hotels

2.3.1 The definition of guests' satisfaction

Guest satisfaction is a significant marketing concept (Kotler, 2003). Satisfaction can be defined as how guests evaluate hotels based on their experiences (Bigné, Martínez, Miquel & Andreu, 2003; Kim, 2014). Guests' satisfaction could also be an evaluation comparing their expectations and the performance they received. (Oliver, 1997; Li, Ye & Law, 2013).

In the hospitality industry, hotel guest satisfaction has been seen as an important factor including guest loyalty and brand recognition in hotel operation (Wilkins, Merrilees & Herington, 2009; Prasad, Wirtz & Yu, 2014). Guest satisfaction in hotel fields can be a guests' emotional response in terms of their intangible overall emotion; when hotel guests experience a service that is to their expectation, the emotional response is satisfaction (Li et al., 2013). Xiang, Schwartz, Gerdes and Uysal (2015) also argue hotel guests' satisfaction can be seen as a human experience with hotel products: service, location, value/price, security, food and beverage, image, and marketing.

Additionally, satisfaction has a close relationship with guests' expectations (Li et al., 2011), because satisfaction is their feeling of pleasure or disappointment, from measuring the performance and quality of products or services based on expectations (Ali, Leifu, Yasir Rafiq & Hassan, 2015). Therefore, to promote guests' satisfaction, understanding and anticipating the expectant demand of guests is significant (Dominici & Guzzo, 2010). Thus, the next section will discuss the Chinese guests' expectations of luxury hotels in

China.

2.3.2 Chinese guests’ expectations for luxury hotels in China

According to Chen and Peng (2014), the uniqueness and conspicuousness of luxury hotels can be a reason why Chinese guests select them; functional amenities and facilities, good living experience and symbolic values of Chinese guests could all affect guests' attitude toward luxury hotels (Chen & Peng, 2014). Satisfying guests needs and desires is essential for any hotel (Zhang, Ye & Law, 2011). Thus, in order to meet and exceed the Chinese guests' needs and expectations, fully understanding these expectations is crucial; only enough understanding can avoid poor service and improve guests' satisfaction (Kissmetrics, 2017).

By definition, *expectation* can be expressed as the desired outcome, associated with personal values (Hsu, Cai & Li, 2009). A guest's expectation is a kind of belief about a product or service from their perspective (Zeithaml, Berry & Parasuraman, 1993; Li et al., 2011). According to Ariffin and Maghzi (2012), cultural differences could affect guests' expectations; for example, Chinese guests focus on the price, status and brand names of hotels, while the main concerns of western guests are location, room size and security (Gilbert & Tsao, 2000).

However, Li et al. (2011) note adequate amenities of hotels, cleanliness, safety and service quality are important criteria for Chinese guests. Chinese hotel guests also focus on the convenience of location, professionalism of the staff, food variety and the layout of the room (Wang, Royo Vela & Tyler, 2008; Tsai et al., 2011; Zhou et al., 2014). Luxury hotels in China all have good performance in the above aspects, which help give Chinese luxury hotel guests higher satisfaction in luxury hotels than other level hotels (Li et al., 2013). Especially, almost all guests of luxury hotels are highly concerned about a convenient location, and are willing to pay for it (Zhang, Ye & Law, 2011). As Wang et al. (2008) show, Chinese luxury hotel guests prefer a location close to the city centre, or near tourist spots.

2.3.3 Chinese guests’ satisfaction of luxury hotels

With the development of hotels and a growing number of guests, understanding factors that contribute to guests' satisfaction in hotels is important for hotel managers; because such understanding helps employees or hoteliers improve service quality (Tsai et al., 2011; Li et al., 2013). In China, luxury hotel guests have higher satisfaction than those of other hotels (Li et al., 2013). For Chinese guests, public spaces and amenities including lobby area, lounge ambience, swimming pools and fitness centres could perform the role of being a satisfier in luxury hotels (Zhou et al., 2014).

Walls et al. (2011) observe that in luxury hotels, different types of guests have different purposes for their hotel stay. Business and leisure guests are the main guests types in hotels (Persbury, Fitzgerald & Chapman, 2005; Sun, Tong & Law, 2015; Wassler, Li & Huang, 2015; Dev, Hamilton & Rust, 2017). Business guests outnumber leisure guests in hotels (Wassler, Li & Hung, 2015).

Therefore, hotels need to meet the demands of both business and leisure guests (Ramanathan & Ramanathan, 2011; Dev, Hamilton & Rust, 2017). However, business and leisure guests have different factors influencing their satisfaction (Yavas & Babakus, 2005; Ramanathan & Ramanathan, 2011). In order to enhance understanding of different types of hotel guests, some researchers identified business and leisure guests' factors, influencing their satisfaction with luxury hotels. For example, in North America, leisure guests are more likely than business guests to notice the surrounding environment (Walls et al., 2011). Business guests in Britain focus on the cleanliness of rooms and hotel location; security, personal interactions and room rates were significant attributes considered by leisure guests (Ramanathan & Ramanathan, 2011). In Canada, hotel location also has an important impact on business guests' satisfaction (Prud'homme & Raymond, 2013).

In China, the types of Chinese guests also are divided into business and leisure guests in hotels (Wassler et al., 2015; Sun et al., 2017). To meet the basic needs of Chinese guests is a must for luxury hotels (Yang & Lau, 2015). However, few researchers focused on detailed factors influencing Chinese business and leisure guests' satisfaction with luxury hotels. Therefore, the aim of this research is to add to the body of knowledge about satisfaction with hotels in the Chinese context mainly through analysing guests’ online comments. The next section will discuss these comments in order to understand their significance.

2.4 The significance of guests’ online comments

Guests’ online comments are peer-generated products from company or third-party websites, on which guests can post remarks about their experience of value for money or quality (Mudambi & Schuff, 2010). In China, online comments by Chinese travelers were used to evaluate perceptions and attitudes toward hotels (Sun et al., 2017). Online comments by guests also could be used to understand their experience, perception and satisfaction with hotels (Lu, Kong, Quan, Liu & Xu, 2010; Xiang et al., 2015). Li et al. (2013) also observe that online comments by guests are an effective and useful approach to collect and analyse the factors influencing their satisfaction with hotels. Therefore, an increasing number of guests review online comments before choosing a hotel, to better understand the situation of the hotel (Xie, Zhang & Zhang, 2014). Online comments by guests have become one of the most significant sources in guests' hotel decision-making (Ye et al., 2011).

Online comments are adopted for hospitality fields for collecting helpful reviews (O'Mahony & Smyth, 2010). Hoteliers can understand guests' stay experience, perception and satisfaction by reviewing online comments (Filieri & McLeay, 2013). In addition, many studies have looked at guests' satisfaction by using online comments (Qi, Law & Buhalis, 2013). TripAdvisor is a popular travel comment website used in many studies (O'Mahony & Smyth, 2010). However, TripAdvisor contains few Chinese comments, and few comments about Chinese hotels (Au, Buhalis & Law, 2014).

In China, the most popular website providing online comments by guests is Ctrip (Ye, Law & Gu, 2009; Gu & Ye, 2013; Sun, Tong & Law, 2015). Ctrip is one of the largest travel websites and is the most popular online travel review in China; customers can reserve hotel accommodation and buy airline tickets and tour packages on Ctrip (Sun, Tong & Law, 2015). More importantly, the mechanism of Ctrip allows guests to grade and comment on their hotel stays (Ye, Law & Gu, 2009). In addition, Ctrip is one of the first online travel agencies to allow hoteliers to respond to guests' comments (Gu & Ye, 2013).

Many researchers have analysed guests' satisfaction and perceptions in the Chinese context by using online comments by guests on Ctrip (Qi et al., 2017). For example, Gu and Ye (2013) measured the influence of online management responses on guests' satisfaction by analysing online comments by guests on Ctrip. Sun et al. (2015) examined how Chinese hotel guests perceive international chain hotels in different travel destinations under the same brand by analysing online comments by guests on Ctrip. Qi et al. (2017) evaluated guests' satisfaction with the indoor environmental quality of five-star hotels in China by collecting data from online comments by guests on Ctrip. Therefore, Ctrip could be an important tool to collect Chinese guests' online comments. One advantage of using online comments by guests in research is the information is inexpensive to obtain (Zhou et al., 2014).

2.5 The significance of hotels official websites

With the rapid development of websites, an increasing number of hotels have established official websites to promote online service and online markets (Díaz & Koutra, 2013). The main advantage of hotel websites is that they help hotels communicate with their guests by providing descriptions of facilities and services (Azdel, Salleh, Mohd & Noor, 2011). Therefore, hotel websites can be seen as a marketing tool to influence the decision-making of potential guests (Herrero & San Martin, 2012; Ting, Wang, Bau & Chiang, 2013).

Díaz and Koutra (2013) suggest the hotel website should include a description of hotel facilities, online booking and travel directions to the hotel. Hotel description could be an important part of the hotel website to describe its main features (Rong, Li & Law, 2009; Díaz & Koutra, 2013). Therefore, the hotel description can be defined as a text that describes the hotel's property and its offerings (Ip, Law & Lee, 2012; Noone & Bobson, 2014). Rong et al. (2009) also indicate the description could include hotel facilities and surrounding area information. Hotel facilities information includes a general description of hotel property and information regarding facilities and services; surrounding area information involves information about the nearby environment (Azdel et al., 2011). However, Asian and Western guests could have different perceptions and expectations of many attributes of hotel descriptions (Rong et al., 2009).

Li, Wang and Yu (2015) argue luxury hotel websites in China place considerable emphasis on the description of accommodation, hotel information and driving direction, followed by the description of amenities, services provided and restaurants. In addition, luxury hotel description emphasises a cosy or modern atmosphere (Van Rompay, De

Vries & Van Venrooij, 2010).

2.6 Gap in the knowledge

As discussed, official hotel websites are a useful tool that can help hotels communicate with their guests by providing descriptions of facilities and services. Therefore, it is clear that further research is required to better identify how luxury hotels describe themselves on their websites in order to identify the feature of luxury hotels in Beijing. In addition, the factors influencing business and leisure hotel guests' satisfaction has been studied in different countries; however, research into factors influencing different types of hotel guests' satisfaction in the Chinese context is limited. Thus, the aim of this research is to learn about satisfaction with hotels in the Chinese context. This research will contribute to filling a gap in knowledge in the Chinese context, Beijing in particular, through analysing hotel descriptions on their official websites and online Chinese guests' comments from Ctrip. The following chapter will describe and explain the research process undertaken to deal with a gap in the knowledge.

Chapter Three: Methodology and methods

3.1 Introduction

The main objective of this research is to identify the factors influencing Chinese business and leisure guests' satisfaction with luxury hotels in Beijing. Thus, the aim of this chapter is to discuss the choice of the methodology and methods in this research in order to add to the body of knowledge about factors influencing different types of Chinese guests' satisfaction with luxury hotels in Beijing. This chapter begins with the research paradigm. This chapter will also discuss how to address the research question through the selected methodology and methods. The process of sample selection, data collection and data analysis will also be explained.

3.2 Research paradigm

3.2.1 Definition of research paradigm

A paradigm is a "cluster of beliefs", theories or worldviews which can be used as a guide for choosing a topic and how to interpret and report the research (Gray, 2014). It can also help researchers define appropriate areas for research questions, methods and solutions of research (Jarvie & Zamora-Bonilla, 2011). Specifically, a research paradigm could help researchers discover and explain the results of a study from different perspectives or worldviews, based upon philosophical assumptions (Miller & Brewer, 2003; Gray, 2014). The philosophical assumptions mainly involve ontology and epistemology (Saunders, Lewis & Thornhill, 2009). Ontology is the basic belief about what human beings are and the nature of reality (Howell, 2013). By contrast, epistemology is the relationship between humanity and knowledge (Howell, 2013). Epistemology means the overarching structure of the research (including the kind of evidence being collected, from where, and how to interpret it), which could help researchers recognise which design could be used in their research (Gray, 2014). Bryman (2012) indicates the notion of each paradigm is mainly based on the ontological and epistemological stance. In order to better answer research questions, engaging with an appropriate paradigm in the research is needed. The next section will discuss the appropriate paradigm used in this research.

3.2.2 Positivist and interpretivist paradigm

Bryman (2012) points out there are two main research paradigms: positivist and interpretivist paradigm. The positivist paradigm assumes the reality and fact of the external world exist and can be interpreted and understood (Gray, 2014). Therefore, the positivist paradigm emphasises what social science actually is, and believes measurement and definition of knowledge about social science may be achieved (Howell, 2013). The positivist paradigm encourages the researcher to study social reality through scientific observation (Alotaibi, 2011). Positivism considers feelings and emotions to be difficult to observe (O'Sullivan, Hartley, Saunders, Montgomery & Fiske, 1994; Salkind, 2006; Howell, 2013). Questionnaires, social surveys and experiments are the main methods for collecting data by positivism (Miller & Brewer, 2003); thus, positivism mainly involves the use of quantitative data collection and analysis (Gray, 2014).

The aim of interpretive studies is to explore the experience and views of people (Gray, 2014). The main argument of the interpretivist paradigm is to understand and interpret reality, which has multiple meanings and interpretations, and involves feelings or emotions (Mathison, 2005). The approach of interpretive studies mainly involves interviews, focus groups, case studies and analysis of documents, visual materials or personal experience (Given, 2008). The approach of interpretive studies is qualitative. Therefore, as Mathison (2005) points out, interpretive studies are mainly based on a systematic approach to collecting and analysing data.

Bryman (2012) indicates the choice of each paradigm is mainly based on the research purpose and methods. The current research is designed to collect the online comments of Chinese guests in luxury hotels in Beijing, and through these comments identify the factors that influence the satisfaction of different types of Chinese guests with those hotels. The interpretive research paradigm is thus appropriate for this research because it is more focused on the experiences and views of people (Gray, 2014), and can be adopted for analysing the experiences (Given, 2008).

3.3 Choice of methodology – Qualitative approach

According to Creswell (2011), research methodology is either quantitative, qualitative or mixed. Quantitative methods focus on discovering the facts (Coghlan & Brydon-Miller, 2014). The aim of quantitative research is to test a hypothesis through gathering data (Byrne, 2017); it is used to explain phenomena by collecting numerical data, and analysing this data with statistical techniques (Muijs, 2014). The typical data collection method of quantitative research is the questionnaire (Byrne, 2017). However, when using traditional research methods like questionnaires, it is easy to understand the satisfaction of guests, but difficult to deeply understand their demands (Kwortnik, 2003).

In contrast, qualitative methods focus on understanding and analysing phenomena such as behaviours and attitudes (Given, 2008). These methods place considerable emphasis on understanding, observation and interpretation in natural settings (Crang, 2002). Qualitative methods are used to analyse and understand underlying reasons, motivations, and opinions by collecting linguistic or textual data (Bryman, 2012; Byrne, 2017). Qualitative research methods put a high emphasis on lived experiences, behaviours, emotions and feelings (Hennink, Hutter & Bailey, 2015). These methods have been used in various fields, such as sociology, education and anthropology (Riley & Love, 2000; Palmer, 2001). Palmer (2001) also notes qualitative research methods have been adopted in the hospitality field. For example, Chen and Peng (2014) used qualitative methods to examine the stay behaviours of Chinese guests in luxury hotels; Cheng and Wong (2015) also used qualitative methods to examine the professionalism of staff in hotels in China. As an important research method in the hospitality field, qualitative research methods are usually employed in analysing hotel service desires, demands and experiences of guests (Howell, Moreo & DeMicco, 1993; Chen & Rothschild, 2010).

Gray (2014) indicates the choice of a quantitative or qualitative method depends on the purpose of the researcher. The qualitative approach is suited to the aim of this research because:

1. The research question needs to be inquired into rather than explained.
2. There is no hypothesis in this research.
3. The aim of this research is to analyse words rather than numerical data.
4. The research is to analyse guests' comments about their stay experiences and feelings. Qualitative research is more likely to help the researcher in hospitality to understand guests' experiences and feelings (Howell, Moreo & DeMicco, 1993; Kwortnik, 2003; Chen & Rothschild, 2010).

3.4 Population and sample

3.4.1 Population of luxury hotels in Beijing

The literature review found luxury hotels include four-star and five-star hotels (Yang et al., 2012; Li et al., 2013). Thus, the population for this research was all four-star and five-star hotels in Beijing. However, in 2016, the number of five-star hotels and four-star hotels respectively were 61 and 125 in Beijing (China National Tourism Administration, 2016). Considering the time limitation of this research and its aim, the population focused on five-star hotels in Beijing. The higher the star level of a hotel, the better the performance, the better the stay experience for guests (Jiang, Gretzel & Law, 2014). Thus, the five-star hotels in Beijing were the population for this research.

3.4.2 Sample

A sample can be defined as the selection of a subset population for inclusion in a study (Daniel, 2012). Selection of sampling strategy is important to the research (Twycross & Shield, 2008). As Gray (2014) explains, the size, composition and methods of the sample could affect the results of the research. According to Gray (2014), there are various methods of selection, including random, systematic and purposive sampling. Purposive sampling was adopted for this research.

Purposive, or non-probability, sampling, can be adopted for qualitative and quantitative research (Patton, 1990). Purposive sampling is used to select purposeful samples, such as people, events or settings (Maxwell, 1997). The purposive sampling technique is one in which the selection of groups or individual participants is purposive and subjective (Gray, Williamson, Karp & Dalphin, 2007). The advantage of purposive sampling is that researchers can choose participants who are more likely to provide useful data about the research question (Jupp, 2006). As in this research, the objectives are to identify how hotels describe themselves on their websites, and what factors influence the satisfaction different types of Chinese guests with luxury hotels in Beijing. Therefore, this research uses a purposive sampling technique to target five-star hotels in Beijing that advertise themselves on the Ctrip website and offer their own descriptions on their websites.

As the aim of this research is to learn about satisfaction with hotels in the Chinese context, five-star hotels in Beijing with high satisfaction by guests were chosen for this research. After searching the Ctrip website, 201 suitable luxury five-star hotels were found. Kinnear and Taylor (1996) argue there are many criteria in choosing the sample size, including time-frame, cost, and research objectives. Denzin and Lincoln (2011) observe a small sample size is usually used for an in-depth analysis of articulated phenomena in qualitative research. After consideration of all of these factors, this research targeted ten five-star hotels in Beijing.

Chinese five-star hotels can satisfy the criteria of international luxury hotels, in respect of the rooms (room size, furnishing and small inventory), sanitary comfort, service, public area, restaurants and bars (Cser & Ohuchi, 2008). Therefore, five-star hotels in Beijing can also satisfy these criteria. It is difficult to select the appropriate sample meeting the need for this research. In order to select the ten five-star hotels which can provide useful data for this research, five-star hotels in Beijing with high guests' satisfaction are the main sample. After viewing the ranking list of guests' satisfaction with five-star hotels in Beijing on the Ctrip website, the top ten hotels with high satisfaction were chosen as the final sample.

3.5 Data collection

According to Clow and James (2014), two types of collection method can be used in research, primary analysis and secondary analysis (Clow & James, 2014). Secondary analysis is used for this research. The reason for using secondary sources will be discussed below.

In primary research, the responsibility of the researcher is to design the research, and then collect data through primary methods like questionnaires, interviews, experiments, and focus groups (Gray, 2014). Therefore, the primary data source is an original data source; however, primary data collection is expensive and time consuming when compared to secondary data collection (Salkind, 2006).

According to Heaton (1998), secondary analysis is a research strategy which can be used to analyse existing quantitative or qualitative data. In secondary research, the responsibility of the researcher is to collect and analyse existing data, called secondary data (Smith, 2006). The collection of secondary data is mainly from newspapers, library articles, websites and social media, and qualitative research is primarily the analysis of documents and qualitative data (Gray, 2014). Researchers may use secondary data to investigate or examine new research questions (Given, 2008). The use of secondary data saves time and cost; if time or budget is constrained, researchers can select secondary data as a data collection method of research (Gray, 2014). Due to time constraints in this research, secondary sources were used for identifying the factors influencing Chinese guests' satisfaction with luxury hotels in Beijing. Chinese guests' comments on stay experiences in luxury hotels in Beijing, and official hotel website descriptions were collected for this research. The specific sampling and process of data collection will be discussed in the next section.

In China, Ctrip is the most popular and the largest travel website, where guests can post their comments about hotel stays (Ye, Law & Gu, 2009; Gu & Ye, 2013; Sun, Tong & Law, 2015). Numerous hospitality researches have used Ctrip as a data collection tool. For example, Gu and Ye (2013) collected guests' online reviews from Ctrip to measure satisfaction; Li, Ye and Law (2013) also researched Chinese guests' satisfaction through collecting reviews from Ctrip. Guests' online reviews from Ctrip can also be used to understand Chinese hotel guests' perception of international chain hotels (Sun, Tong & Law, 2015). Therefore, the comments of Chinese guests in luxury hotels in Beijing were collected from the Ctrip website. The ten luxury hotels' descriptions were collected from their official websites. The data collection was conducted from 17 July to 17 August 2017. Guests' comments posted between July 2017 and August 2017 were collected. Due to the aim of this research focusing on Chinese guests, the comments were collected in Chinese. Over 300 comments were collected, including some which did not have any research value because they used just a few words (such as good, great, and excellent) to describe their hotel stay experience. After screening, 150 effective comments from ten selected hotels were collected. According to Ctrip, the types of Chinese guests included business guests, couple leisure guests, family leisure guests, friend leisure guests, and solo travel guests. Therefore, these comments include adequate content for different types of Chinese guests' stay experiences in luxury hotels in Beijing.

3.6 Data analysis

3.6.1 Method of data analysis – Content analysis

After deciding on a sample selection method and secondary data collection, the data from the Ctrip website was collected. Content analysis was adopted as a data analysis approach. Content analysis is a flexible approach for analysing documents and text data (Cavanagh, 1997; Bos & Tarnai, 1999; Bryman, 2012). According to Hsieh and Shannon (2005), content analysis can be used as a quantitative research technique, the process being to code text data into explicit categories and represent data using statistics. As Finn, Elliott-White, and Walton (2000) stated, content analysis is a quantitative method of analysing qualitative data. Both statistical and interpretive approaches can be used as representations of content analysis (Neuman, 2006); therefore, content analysis can be divided into qualitative content analysis and quantitative content analysis (Pierce, 2008).

By definition, qualitative content analysis is a research approach in which text data can be systematically classified through coding and identifying themes from the researcher's subjective interpretation (Hsieh & Shannon, 2005). The aim is to create a deep understanding of the meaning of collected qualitative data (Weber, 1990). Words, images, pictures, symbols and content regarding communication can also be used as data (Neuman, 2006). In addition, a characteristic of qualitative content analysis is to provide a specific description of the material under analysis (Schreier, 2014). The advantage of qualitative content analysis is that the underlying meaning of the collected text data can be analysed (Berg, 2004).

The aim of quantitative content analysis is to focus on a subsequent statistical analysis of the data (Schreier, 2014). In other words, the aim is to count the frequency of words (Pierce, 2008). According to Pierce (2008), based on the purpose of the research, quantitative content analysis and qualitative content analysis can be used together. Both quantitative and qualitative content analysis is used for this research because:

1. A quantitative content analysis is used to count the frequency of categories.
2. A qualitative content analysis is used to specifically describe analysis of data.

3.6.2 Inductive and deductive reasoning

Data analysis mainly includes deductive reasoning and inductive reasoning (Krippendorff, 2013). The deductive approach can be called concept-driven (Schreier, 2014). The characteristic of the deductive approach is to test the implication of existing theories or explanatory models. The aim of deductive content analysis is to retest existing phenomenon based on existing theories, models, or literature reviews (Hsieh & Shannon, 2005). The structural use of existing theories, models, or literature reviews is deductive content analysis.

The partial use of existing theories, models or literature reviews is inductive content analysis. The inductive approach can be called data-driven (Schreier, 2014). The characteristic of the inductive approach is to focus on looking for similarities and differences in the data, and describing categories or themes on various levels of abstraction and interpretation during the analysis process (Graneheim, Lindgren & Lundman, 2017). Inductive analysis mainly involves finding patterns, categories or themes within the data (Strauss & Corbin, 1990). The aim of inductive content analysis is to explore phenomena that no previous research has addressed, or which are fragmented (Thomas, 2006).

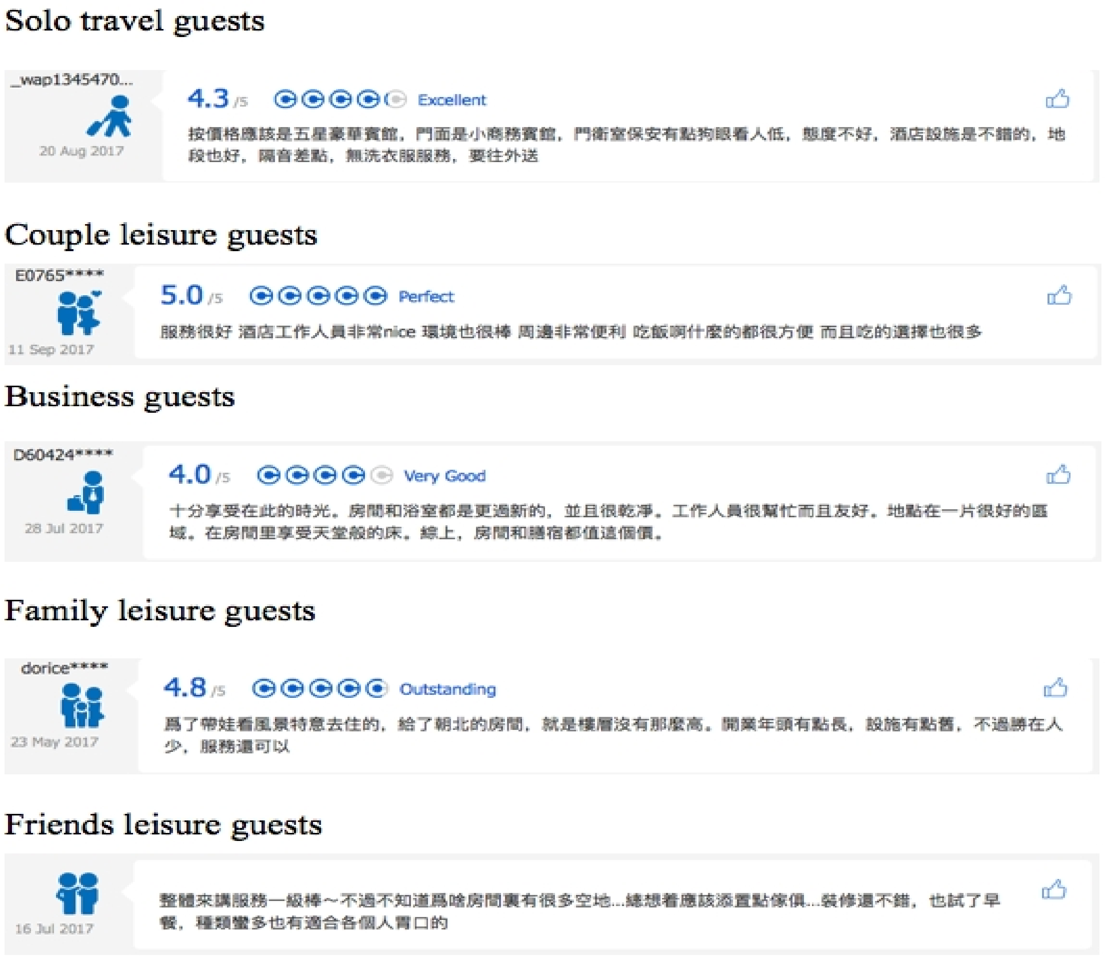
Therefore, based on the aim of this research, inductive content analysis was adopted because, although some categories have been identified in the literature review, new categories have been identified by the researcher.

3.6.3 Process of data analysis

In inductive content analysis, the process mainly involves creating categories, and abstraction (Elo & Kyngas, 2008). Creating categories means putting the same contents into the same category (Dey, 1993); the last step of inductive content analysis is abstraction, which ensures the description of the research topic through creating categories. Based on the discussion of data analysis, the process of this research is as follows:

Step 1:

Different icons from Ctrip represent different types of Chinese guests, as shown in Figure 1. The first step is to calculate the guest numbers of each type.



Solo travel guests

_wap1345470...
20 Aug 2017
4.3 /5 Excellent
按價格應該是五星豪華賓館，門面是小商務賓館，門衛室保安有點狗眼看人低，態度不好，酒店設施是不錯的，地段也好，隔音差點，無洗衣服服務，要往外送

Couple leisure guests

E0765****
11 Sep 2017
5.0 /5 Perfect
服務很好 酒店工作人員非常nice 環境也很棒 周邊非常便利 吃飯啊什麼的都很方便 而且吃的選擇也很多

Business guests

D60424****
28 Jul 2017
4.0 /5 Very Good
十分享受在此的時光。房間和浴室都是更過新的，並且很乾淨。工作人員很幫忙而且友好。地點在一片很好的區域。在房間里享受天堂般的床。綜上，房間和膳宿都值這個價。

Family leisure guests

dorice****
23 May 2017
4.8 /5 Outstanding
爲了帶娃看風景特意去住的，給了朝北的房間，就是樓層沒有那麼高。開業年頭有點長，設施有點舊，不過勝在人少，服務還可以

Friends leisure guests

16 Jul 2017
整體來講服務一級棒～不過不知道爲啥房間裏有很多空地...總想着應該添置點傢俱...裝修還不錯，也試了早餐，種類蠻多也有適合各個人胃口的

Figure 1: The screenshot of comments from Ctrip

Step 2:

Ten luxury hotels' descriptions and the collected comments from their Chinese guests were coded respectively. Since the hotels' descriptions and comments are in Chinese, the Chinese-English translation used the customer dictionary from the Ctrip website to ensure the accuracy of Chinese word segmentation. Each sentence or paragraph was marked with one or more descriptive codes. These codes represent different categories or contents.

Step 3:

After coding, the relationship or connection between each descriptive code was considered and analysed, then similar descriptive codes were combined into categories. For example, in terms of the analysis of comments, *Convenient transport options, In CBD area,* and *surrounded by tourist attractions* would be part of the category *hotel location.*

Some categories were identified based on the literature review, including hotel location, staff service and room. Others were created by reading the comments; three frequently mentioned factors influencing guests' satisfaction were restaurants, amenities, and decoration. Therefore, summarising the categories, six factors were structured: hotel location, staff service, room, restaurants, amenities, and decoration. Regarding the analysis of hotel descriptions, through reading the hotels' descriptions, eight frequently mentioned words in the descriptions were *luxurious*, *Chinese*, *traditional*, *comfortable*, *international*, *elegant*, *superlative*, and *intimate*.

Step 4:

Trial coding means repeating the above step of segmentation by two coders or recoding the material within approximately 10 to 14 days (Schreier, 2014). After ten days of the first coding, the researcher repeated steps above for a complete second coding.

Step 5:

The two coding results were compared to ensure there were no longer any new descriptive codes, and similar descriptive codes had been combined into one category. According to Pierce (2008), calculating word frequencies is needed in quantitative content analysis. Thus, word frequency for each category was calculated.

Step 6:

The typical representation of findings in qualitative research is to build a frame, and explain the frame through quotes (Schreier, 2014). The typical findings of content analysis are represented by coding frequencies, percentages or statistics (Auracher & Peer, 2008). According to Schreier (2014), the findings of qualitative research can be presented in a quantitative or qualitative style. Both quantitative and qualitative styles were used in this research. The quantitative style is used to present the coding frequencies and percentage of the collected data, while the qualitative style is used to present the specific descriptions of hotel descriptions and Chinese guests' comments.

3.7 Conclusion

This chapter discusses the choice of research methodology used in this research. In this research, the research paradigm was interpretivism, and the most appropriate methodology was the qualitative method. The data were collected from the Chinese Ctrip website, specifically from ten different luxury hotels with high guest satisfaction in Beijing. In total, ten hotels' descriptions and 150 comments were analysed using inductive content analysis. The results of analysing the ten descriptions and 150 comments will be described in the next chapter.

Chapter Four: Results

4.1 Introduction

The main aims of this chapter are to describe in detail descriptions of luxury hotels on their official website, and factors influencing different types of Chinese guests' satisfaction with luxury hotels in Beijing. The categories were identified by analysing the content of the ten descriptions and 150 comments. The chapter begins with information on the participating hotels. Then, how hotels are described on their websites is analysed. The main types of Chinese guests' luxury hotels in Beijing are also described. Next, the main factors influencing different types of Chinese guests' satisfaction with luxury hotels in Beijing are illustrated. After that, factors influencing each type of Chinese guests' satisfaction with luxury hotels in Beijing are compared. Finally, the main finding of this chapter is summarised.

4.2 Information of participating hotels

This research involves ten luxury hotels in Beijing. Two criteria were used to select them. The first criterion is that they are five-star hotels in Beijing, since *luxury hotels* means four- or five- star hotels in Beijing, based on the previous literature review. The second criterion is the guest ratings of the hotels are above 4.5 out of 5 on Ctrip websites; as the main objective of this research is to identify the factors influencing guests' satisfaction with luxury hotels in Beijing, hotels with the high score are more likely to provide effective comments about satisfaction. This section will discuss the specific features in order to provide more background and information about the ten participating hotels.

Table 4.1 has shown an overview of key information related to ten participating five-star hotels. Hotels information mainly includes each hotel's name, number of rooms, number of restaurants, and tariff. Grand Millennium Beijing has 520 rooms, followed by Regent Beijing Hotel with 500 rooms, and Four Seasons Hotel Beijing with 313 rooms. However, Waldorf Astoria Beijing only has 169 rooms. On average, hotels have two or three restaurants; however, Rosewood has five. The most expensive tariff is $3259 per night in Regent Beijing Hotel; the cheapest is $250 per night in Grand Millennium Beijing. Additionally, in order to mark these hotels on the map (see Figure 2), ten five-star hotels has been coded from number one to ten (see Table 4.1).

Table 4.1: Hotels information

Number	Hotel name	Number of Rooms	Number of restaurants	Nightly Tariff
1	Rosewood	282	5	\$370 - \$1125
2	Four Seasons Hotel Beijing	313	3	\$406 - \$1712
3	Park Hyatt Beijing	246	3	\$326 - \$1185
4	Fairmont Beijing Hotel	222	3	\$251 - \$722
5	Grand Millennium Beijing	521	2	\$250 - \$543
6	The Peninsula Beijing Hotel	230	2	\$483 - \$1824
7	Shangri-La World Summit Wing	278	3	\$388 - \$1382
8	The Ritz-Carlton Beijing	305	2	\$317 - \$1438
9	Waldorf Astoria Beijing	169	3	\$525 - \$1192
10	Regent Beijing Hotel	500	3	\$318 - \$3259

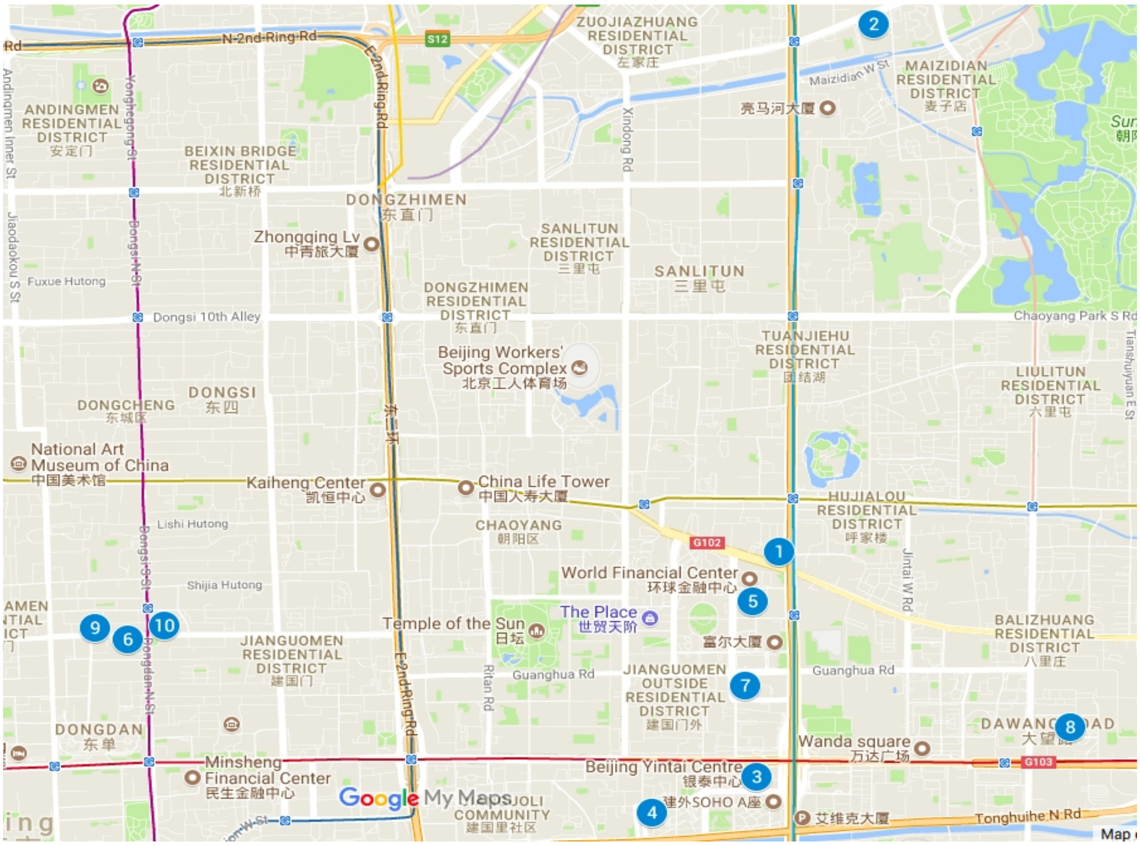

1
2
3
4
5
6
7
8
9
10
N-2nd-Ring-Rd
E-2nd-Ring-Rd
DONGZHIMEN
SANLITUN
CHAOYANG
DONGCHENG
DONGSI
Beijing Workers' Sports Complex
China Life Tower
World Financial Center
The Place
Temple of the Sun
Wanda square
Beijing Yintai Centre
National Art Museum of China
Google My Maps

Figure 2: Google map of the hotel locations (Source: Google)

Figure 2 shows the map locations of the ten hotels in Beijing, all in in the downtown area. The Peninsula Beijing Hotel (6), Waldorf Astoria Beijing (9) and Regent Beijing Hotel (10) are located in Dongcheng District, next to Wangfujing, and near Tiananmen Square and its metro station; thus, hotels 6, 9, and 10 are located downtown with convenient transportation options and surrounded by tourist attractions. Rosewood Beijing (1), Grand Millennium Beijing (5), Shangri-La World Summit Wing (7) are situated close to Beijing's China World Trade Centre, and near Guomao metro station; thus, hotels 1, 5 and 7 are situated close to the business centre, and have convenient transportation options. Park Hyatt Beijing (3) and Fairmont Beijing Hotel (4) are situated close to Beijing's central business district and by Yonganli metro station; thus, hotel 3 and 4 are located in the commercial area, which have convenient transportation options. The Ritz-Carlton Beijing (8) is in the heart of the central business district, and near the shopping mall and Dawanglu metro station; thus, hotel 8 is near a shopping mall and has convenient transportation options. However, Four Seasons Hotel Beijing (2) is far from other participant five-star hotels, close to the Yansha commercial area, the Yansha shopping mall and Liangmaqiao metro station; thus, hotel 2 is near a shopping mall and has convenient transportation options. In order to identify the specific features of luxury hotels in Beijing, the next section will discuss descriptions on their websites.

4.3 Hotels own description on their websites

Table 4.2: The main words describing hotels

Words	Frequency	Percentage
Luxurious (luxury)	20	32.3%
Chinese	12	19.4%
Traditional	7	11.3%
Comfortable (comfort)	6	9.7%
International	5	8.0%
Elegant (elegance)	4	6.5%
Superlative	4	6.5%
Intimate	4	6.5%

According to descriptions on their official websites (see Appendix A), the hotels describe themselves as presented in Table 4.2. In terms of frequency, 32.3% of hotel descriptions include the word *luxurious*, followed by *Chinese* at 19.4%, *traditional* at 11.3%, and *comfortable* at 9.7%. The word *international* was 8.0%. The word *elegant*, *superlative*, and *intimate* respectively account for 6.5%. The following sections will list their hotel description using two quotes of each feature in order to identify the aspects that hotels focus upon when using these words.

4.3.1 Luxurious

When hotels were described on their websites, the word *luxurious* could be a main word. Hotels used *luxurious* or *luxury* to introduce the accommodation or room:

- *"It's all here for you to discover and enjoy this luxury accommodation"* (Grand Millennium Beijing)

- *"…with 282 luxurious rooms and suits that are amongst the largest in the city…"* (Rosewood)

4.3.2 Chinese

When hotels introduced themselves on their websites, *Chinese* ranked second. *Chinese* was mainly used to describe the design of hotels:

- *"The restyled hotel also combines timeless Chinese artistry and craftsmanship with cutting-edge technology…"* (The Peninsula Beijing)

- *"Three reimagined restaurants celebrate the unique Chinese heritage of The Peninsula brand and the historic integration of fine craftsmanship into Chinese dining culture."* (The Peninsula Beijing)

4.3.3 Traditional

Traditional was the third important word used to describe the hotels, mainly to describe the design of hotels, and combined with the word *Chinese*:

- *"…ultra-modern interiors and designs that marry traditional Chinese beauty with chic Western style." (*Shangri-La world Summit Wing)

- *"The graciousness of traditional Chinese hospitality sits in harmony with the heights of modern design to create an oasis of tranquility…"* (Regent Beijing)

4.3.4 Comfortable

Comfortable also was used in the hotel description. The word was mainly used to describe the feeling of the hotel stay:

- *"Hotel is not only charming but allows our worldly guests to settle in comfortable…"* (Fairmont Beijing)
- *"…each offering the comforts of home but with refined luxury touches…"* (Park Hyatt Beijing)

4.3.5 International

International was used to introduce the cuisine of restaurants:

- *"Hotel's dining options offers multiple cuisines and caters to various international palettes in restaurants that have won multiple local awards and accolades…"* (Fairmont Beijing)
- *"Outstanding Dine and Wine Culture: 3 signature outlets which allow you to experience the ultimate in both international and local cuisine, paired with stupendous wine to elevate your dining experience."* (Park Hyatt Beijing)

4.4 The types of Chinese guests in luxury hotels in Beijing

Table 4.3: The screenshot of Chinese guests' comments icon in Ctrip website

Icon					
Types	Business	Solo travel	Couple leisure	Family leisure	Friends leisure

As can be seen from Table 4.3, Ctrip website shows five different icons. According to the introduction of Ctrip website, the five icons respectively represent business guests, solo travel guests, couple leisure guests, family leisure guests, and friend leisure guests. Based on the aim of this research, the next section will specifically analyse the main types of Chinese guests in luxury hotels in Beijing by counting the frequency of each icon.

Table 4.4: The main types of Chinese guests

Type	**Frequency**	**Percentage**
Business guests	55	36.7%
Leisure guests	95	63.3%
Total	150	100%

Table 4.5: The main types of leisure guests

Type	Frequency	Percentage
Family leisure guests	45	48.9%
Friend leisure guests	26	27.4%
Couple leisure guests	15	15.8%
Solo travel guests	9	9.5%
Total	95	100%

As can be seen from Table 4.4, the 150 collected comments were mainly from two types of guests: business guests and leisure guests; 36.7% comments were from business guests and 63.3% were from leisure guests. According to Table 4.5, among 95 leisure guests, nearly half (48.9%) were family, and 27.4% were friends. Couples and solo travel guests accounted for 15.8% and 9.5% respectively.

4.5 Business guests: main factors

Table 4.6: Factors influencing business guests' satisfaction with luxury hotels in Beijing

Category	Business guests		
	Frequency	Ranking	Percentage
Staff service	39	1	34.5%
Hotel location	30	2	26.5%
Amenities	17	3	15%
Room	16	4	14.2%
Restaurants	11	5	9.7%
Decoration	8	6	7%

From Table 4.6, 34.5% of the comments from Chinese business guests focused on staff service. Next, 26.5% of the comments involved the hotel location. The aspects of amenities and room respectively accounted for 15% and 14.2% of the total; restaurant and decoration were rarely mentioned, accounting for only 9.7% and 7%. In order to identify the specific factors influencing satisfaction with luxury hotels in Beijing, the following sections will list and discuss the specific comments about main factors influencing business guests' satisfaction with luxury hotels in Beijing.

4.5.1 Staff service

Staff service is the main factor that can influence the satisfaction of Chinese business guests. They placed considerable emphasis on service attitude, work efficiency, and professionalism. Firstly, business guests described the service attitude of hotel staff:

- *"Great service, serving help in a friendly, enthusiastic, professional, and timely manner if I needed help."*

The assessment of staff service also involved work efficiency such as the speed of check-in or check-out:

- *"Good service, so friendly; check-in or check-out is seamless…"*
- *"Not only the good location, but also the efficient check-in and check-out….*

The professionalism is described as well:

- *"…some persons work there for years now and remember returning guests like me. I can highly recommend this hotel."*

4.5.2 Hotel location

Hotel location is the second important factor influencing business guests' satisfaction. The hotel being situated in the CBD is the most significant factor because of the convenient transportation options, such as the short distance between hotel and metro. Some direct quotes from business guests show this:

- *"Location in the CBD area is good because the hotel is not far from the conference site and travel convenience…"*

- *"The hotel is right beside a subway station, Dengshiku. If you come out through exit C, turn left and go straight you will see the hotel right away…"*

- *"Excellent location, the hotel is located in CBD, travel convenience."*

Business guests also talked about the hotel location being surrounded by shopping malls, which is convenient for providing more choices of restaurants:

- *"Nice hotel, close to subway, and located in a shopping area so there were lots of restaurants."*

4.5.3 Amenities

Business guests commented on the well-equipped facilities as one of the factors influencing satisfaction with luxury hotels in Beijing. As explained by business guests:

- *“The facilities are great and the service is generally good!”*
- *“Great stay, good facilities…”*

In addition, business guests expressed their satisfaction with amenities. Satisfactory gyms and swimming pools had positive impact on amenities. As highlighted by business guests:

- *“Good swimming pool and gym...”*
- *“Amenities are fabulous, with great gym and pool…”*

4.5.4 Room

Business guests illustrated the cleanliness of the room and level of comfort are essential in luxury hotels. A clean and comfortable room is one of the important factors influencing business guests' satisfaction in luxury hotels in Beijing:

- *“…clean and comfortable room.”*

Size of room is also a concern for business guests. The big size of the room is described in their comments:

- *“My friend helped me to reserve the hotel. Fortunately, my room was upgraded to a suite. The room is big and clean. I like it very much…”*

4.5.5 Restaurant

Business guests evaluated the breakfast, pointing out a satisfactory breakfast is supposed to be high-quality and various:

- *“Have been staying in this hotel numerous times. Breakfast is rich…”*
- *“... I also enjoy the big breakfast.”*

The different cuisines were also a concern for business guests. Chinese and western cuisines were needed:

- *“Breakfast is really good, with a lot of specialities. Bistro restaurant is very good.”*
- *“Chinese restaurant and Italian restaurant are good...”*

4.5.6 Decoration

As can be seen from Table 4.6, the aspect of decoration is less of a concern for business guests. Business guests talked about the decoration, focusing on the room and hotel overall design and decoration:

- *"The rooms and hotel overall feel spacey and airy…"*

Business guests were concerned not only with the design, but also with the lighting. They observed the satisfactory lighting of the hotel could lead to heightened satisfaction:

- *"I select this hotel every time I come to Beijing. This hotel has a strong design. Especially the lighting effects are so beautiful, the lighting is restful, which gives me a strong feeling."*

4.6 Leisure guests: main factors

Table 4.7: Factors influencing different types of leisure guests' satisfaction with luxury hotels in Beijing

Category		**Family**		**Friends**		**Couple**		**Solo travel**	
	Rank	Freq	% of comments	Freq	% of comments	Freq	% of comments	Freq	% of comments
Amenities	1	58	**33%**	8	12.9%	6	13.6%	4	11.4%
Location	2	28	15.9%	16	**25.8%**	11	**25%**	9	**25.7%**
Staff service	3	35	19.9%	8	12.9%	9	20.5%	5	14.3%
Restaurants	4	24	13.6%	12	19.4%	6	13.6%	4	11.4%
Room	5	17	9.7%	9	14.5%	5	11.4%	7	20%
Decoration	6	14	8%	9	14.5%	7	15.9%	6	17.1%

From Table 4.7, leisure guests placed considerable emphasis on amenities (ranked first), followed by hotel location (ranked second) and staff service (ranked third). The discussion about restaurants ranked fourth. By contrast, leisure guests placed less emphasis on aspects of room and decoration, ranked fifth and sixth. In addition, Table 4.7 also shows factors influencing the satisfaction of each type of leisure guest with luxury hotels in Beijing. The family leisure guests placed considerable emphasis on amenities (33%), followed by staff service at 19.9% and hotel location at 15.9%. However, they placed less emphasis on decoration, only accounting for 8%.

Leisure guests – as friends, couples, and solo travellers – all prefer hotel location, respectively accounting for 25.8%, 25%, and 25.7%. In addition, leisure guests who stayed with a friend also paid more attention to the restaurants at 19.4%. However, 12.9%

of comments from leisure guests who stayed with a friend talked about the staff service and amenities.

For leisure guests as couples, staff service ranked second, at 20.5%. However, they paid less attention to the room, only accounting for 11.4%.

The solo travel guests placed considerable emphasis on the room at 20%. However, they placed less attention to amenities (11.4%) and restaurants (11.4%). The following sections will list and discuss the specific comments on factors influencing leisure guests' satisfaction with luxury hotels in Beijing.

4.6.1 Amenities

Leisure guests placed great emphasis on amenities. Leisure guests commented on the amenities and the swimming pool was discussed frequently. When family leisure guests talked about the swimming pool, they considered and mentioned their children:

- *"There was a hot pool; after swimming with my children, we can take a hot tub in this hot pool, very relaxing and comfortable…"*

Other types of leisure guests also talked about the swimming pool:

- *"…and pool area was a lot of fun to spend time in."* (Couple leisure guests)

- *"Used to good facility (indoor pool and gym)..."* (Friends leisure guests)

In addition to the swimming pool, the gym also was discussed by leisure guests:

- "*The gym was also adequate for a decent workout…"* (Solo travel guests)

4.6.2 Hotel location

Hotel location was one of the factors influencing the guests' satisfaction. Leisure guests enjoyed the short distance and convenient level between the hotel and tourist attractions. As explained by leisure guests:

- *"Location was perfect – a few minutes' walk away from Beijing's major attractions and Wangfujing shopping street."* (Family leisure guests)

- *"We were there for two days, a super location, so close to Wangfujing and Palace Museum where we wanted to go. The shuttle bus from Airport stops in front of the hotel." (*Couple leisure guests)

They also discussed the convenient transportation option. Leisure guests felt the metro station near the hotel was excellent. In addition, they also noted the hotel is surrounded by restaurants. As described by leisure guests:

- *"Location is excellent with Dengshikou subway station 10 metres from the lobby entrance…Two nice grill restaurants within a three-minute walk."* (Friends leisure guests)

- *"The main reason for choosing this hotel is the convenient transport, by subway station in the basement of this hotel."* (Couple leisure guests)

- *"This hotel is pretty near to the Yong An Li subway line one station, so you can get connected pretty easily to the best historical places of the city..."* (Solo travel guests)

Leisure guests talked about the hotel location also involving the view. As explained by leisure guests:

- *"The room was overlooking the forbidden city which was great…"* (Solo travel guests)

4.6.3 Staff service

When leisure guests talked about staff service, firstly, they focused on the efficiency of the front-desk staff. Fast check-in was discussed:

- *"Everything was good. One of the fastest check-ins we ever had…."* (Couple leisure guests)

Service attitude of staff was also commented on by leisure guests. Friendly service attitude was accepted and appreciated. Additionally, satisfactory service from staff is considered one of the reasons for choosing this hotel:

- *"I have to say great service. We got a free early check-in at 9 am which is unusual. And got guided to our room…We would stay there again due to the excellent service and the great location which is directly above the metro."* (Friend leisure guests)

- *"Staff was friendly, helpful for the most part…"* (Solo travel guests)

4.6.4 Restaurants

Leisure guests talked about the aspect of restaurants, mainly involving breakfast:

- *"Food excellent, particularly breakfast…"* (Friends leisure guests)

They also placed great emphasis on the variety of breakfast cuisines. Asian and Western cuisines were needed for leisure guests in luxury hotels in Beijing:

- *“Breakfast is great with different kinds of food…”* (Solo travel guests)
- *“Very decent breakfast which caters for both Asian and Western tast*es.” (Family leisure guests)

4.6.5 Room

Regarding the room, leisure guests more concerned about the level of comfort, size, cleanliness, sound insulation, and functionality of the room. Firstly, they talked about the cleanliness of rooms, focusing on the bedding of rooms:

- *“Rooms and beds are very comfortable…”* (Solo travel guests)

In terms of the size of the room, leisure guests observed the “spacious” size of the room is satisfactory:

- *“We situated in the central district. Spacious room and bathroom…”* (Friend leisure guests)

These factors about the cleanliness of the room, sound insulation, and functionality of the room also have contributed to leisure guests' satisfaction in luxury hotels in Beijing:

- *“The room was clean and quiet. Everything was functioning well.”* (Couple leisure guests)

4.6.6 Decorations

When leisure guests commented on the decoration, they mainly focused on the room decoration, especially the bathroom. The trendy and stylish decoration was most often cited by leisure guests:

- *“The decoration was trendy…”* (Solo travel guests)

- *“I love the glass walls between the bathroom bathtub and the bed…”* (Couple leisure guests)

Satisfactory decoration of the room or bathroom has a relationship with guests that keep them coming back:

- *“Bathroom is big and very stylish overall. We had a very good stay here. This is the second time we stayed here. We’ll go back again.”* (Friend leisure guests)

4.7 Comparison: Business and leisure guests

Table 4.8: Comparison of influencing factors between business guests and leisure guests

Category	Percentage	
	Business guests	**Leisure guests**
Hotel location	26.5%	22.7%
Room	14.2%	13.5%
Staff service	**34.5%**	20.3%
Amenities	15%	**27%**
Restaurants	9.7%	16.4%
Decoration	7%	12.8%

Table 4.8 shows the comparison of factors influencing satisfaction with luxury hotels between business guests and leisure guests. Business guests placed considerable emphasis on staff service (34.5%), followed by hotel location at 26.5% and amenities at 15%. However, they placed less emphasis on decoration, at just 7%. By contrast, leisure guests placed a high emphasis on amenities (27%), followed by hotel location at 22.7% and staff service at 20.3%. However, as with business guests, they also placed less emphasis on decoration at only 12.8%.

4.8 Summary of the key findings

To summarise, the main results in this chapter were as follows:

1. **Hotel own description on their websites:** The words *luxurious*, *Chinese*, and *traditional* were frequently used to describe themselves on their websites. *Luxurious* was mainly used to introduce the accommodation or rooms. *Chinese* and *traditional* were used to introduce the design of hotels.

2. **The types of Chinese guests in luxury hotels**: Business and leisure guests have been identified as the main types of Chinese guests in luxury hotels in Beijing. Chinese leisure guests outnumbered Chinese business guests in luxury hotels in Beijing. Among leisure guests, they are from four types: family, couples, friends, and solo guests; the majority of leisure guests were families.

3. **The factors influencing business guests' satisfaction with luxury hotels in Beijing:** Chinese business guests focused more on staff service. Especially the service attitude, efficiency, and professionalism of the staff.

4. **The factors influencing different types of leisure guests' satisfaction with luxury hotels in Beijing:** Leisure guests mainly focused on amenities, mainly the swimming pool. Family leisure guests also amenities. Leisure guests who were friends, couples, and solo travel guests prefer hotel location.

This chapter presented the data results of luxury hotels description on their websites, and online Chinese guests' comments from Ctrip. The next chapter will discuss and explain these findings further through comparing and contrasting results of this chapter with the literature reviewed in Chapter Two.

Chapter Five: Discussion

5.1 Introduction

The aim of this chapter is to discuss the research results regarding the factors influencing different types of Chinese guests' satisfaction with luxury hotels in Beijing. The discussion starts with the hotels' descriptions on their websites, followed by the main types of Chinese guests in luxury hotels in Beijing, then the main factors influencing their satisfaction. The factors influencing satisfaction for business and leisure guests are then compared. The chapter concludes with an overview.

5.2 Hotels own description on their websites

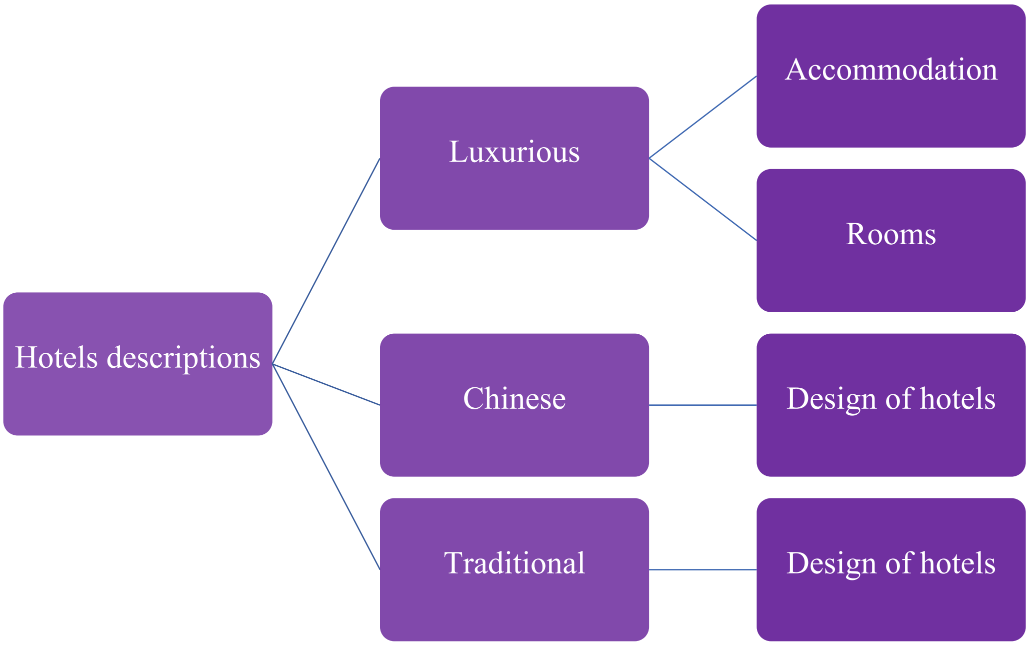

Hotels descriptions
Luxurious
Accommodation
Rooms
Chinese
Design of hotels
Traditional
Design of hotels

Figure 3: The results analysing the hotels own descriptions on their websites

As Yang, Hou and Chen (2013) explained, figures can be used to express important knowledge in the research. Based on Table 4.2, Figure 3 represents the analysis of the hotels' descriptions on their websites. Figure 3 shows the three most frequently used words in the centre, and the aspects they describe on the right, to clearly present the important results.

Therefore, Figure 3 illustrates the main results from descriptions on the hotel websites, which could become a reference for how hotels distinguish their characteristics from those of their competitors, and could take information for Ctrip about hotel description.

As can be seen from Figure 3, accommodation and room were a main description on hotel websites. This result is in line with previous research, which found luxury hotel websites in China placed considerable emphasis on description of accommodation information (Li, Wang & Yu, 2015). In addition, luxury hotels in Beijing placed considerable emphasis on the accommodation and room description using the word *luxurious*.

Regarding design, this research found luxury hotels emphasise Chinese and traditional design. This result contradicts Van Rompay et al. (2010), where luxury hotels emphasised a cosy or modern atmosphere. One reason could be that Asian and Western guests could have different requirements of hotel descriptions (Rong, Li & Law, 2009). In terms of the guests who choose the hotels in Beijing, they could be willing to get a sense of traditional Chinese culture in the luxury hotels in Beijing. Because Beijing as the capital of China, the city is full of traditional Chinese culture (Zhang, & Zhao, 2009). Based on the cultural context, luxury hotels in Beijing preferred to highlight traditional Chinese style rather than modern design. For example, the Peninsula Beijing Hotel introduced their design used "timeless Chinese artistry and craftsmanship"; the design of the Shangri-La world Summit Wing is intended to, "marry traditional Chinese beauty with chic Western style" (see Appendix A).

5.3 Main types of Chinese guests in luxury hotels in Beijing

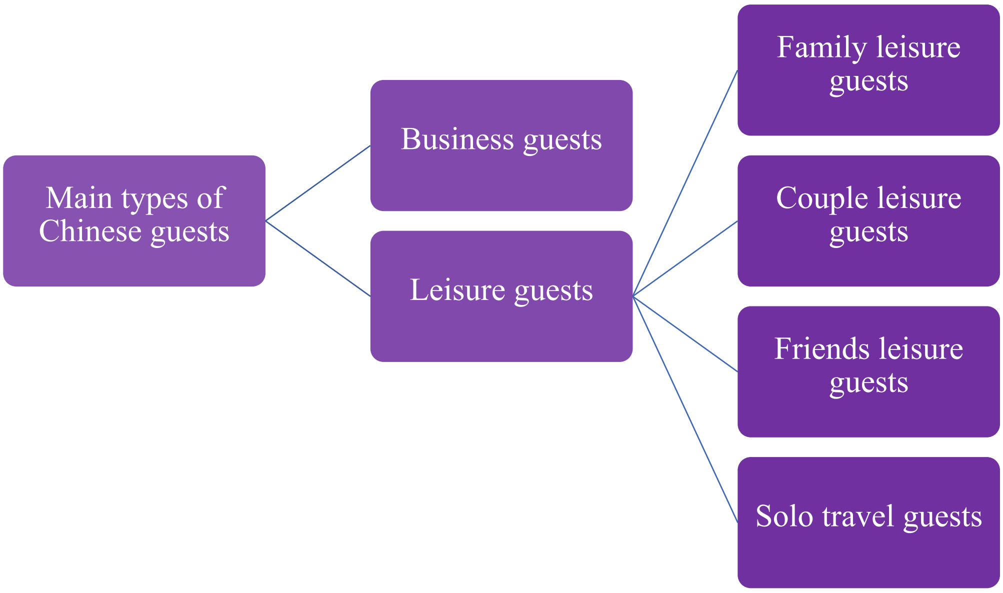


Figure 4: Main types of Chinese guests in luxury hotels in Beijing

As can be seen from Table 4.4 and 4.5, the main types of Chinese guests in luxury hotels in Beijing have been identified. Figure 4 shows the two main types of Chinese guests (the centre) and the subcategories of leisure guests (the right).

Therefore, Figure 4 shows main types of Chinese guests in luxury hotels in Beijing, which would become a knowledge contribution about the main guests type in the mainland Chinese context of Beijing, and new findings about the types of Chinese leisure guests. As can be seen from Figure 4, business and leisure guests are the main types of Chinese guests in luxury hotels in Beijing. This result is in line with previous research, which found business and leisure guests are main types of guests in hotels (Wassler, Li & Hung, 2015; Sun, Tong & Law, 2015; Dev, Hamilton & Rust, 2017). In addition, the types of leisure guests also identified: families, couples, friends, and solo travel guests.

The results of this research also shows leisure guests outnumber business guests in luxury hotels in Beijing (see Table 4.4). This result is contradictory to Wassler, Li and Huang (2015), where business guests outnumber leisure guests in luxury hotels in China. The difference in the proportion of business and leisure guests in luxury hotels in Beijing could be attributed to the investigation of different periods or a different city of China.

The present research was an exploration the number of business and leisure guests focusing on one month guests' occupancy rate in luxury hotels in Beijing. In addition, results of this research regarding guest types showed, among these leisure guests, family leisure guests comprised the majority (see Table 4.5).

5.4 Business guests: main factors

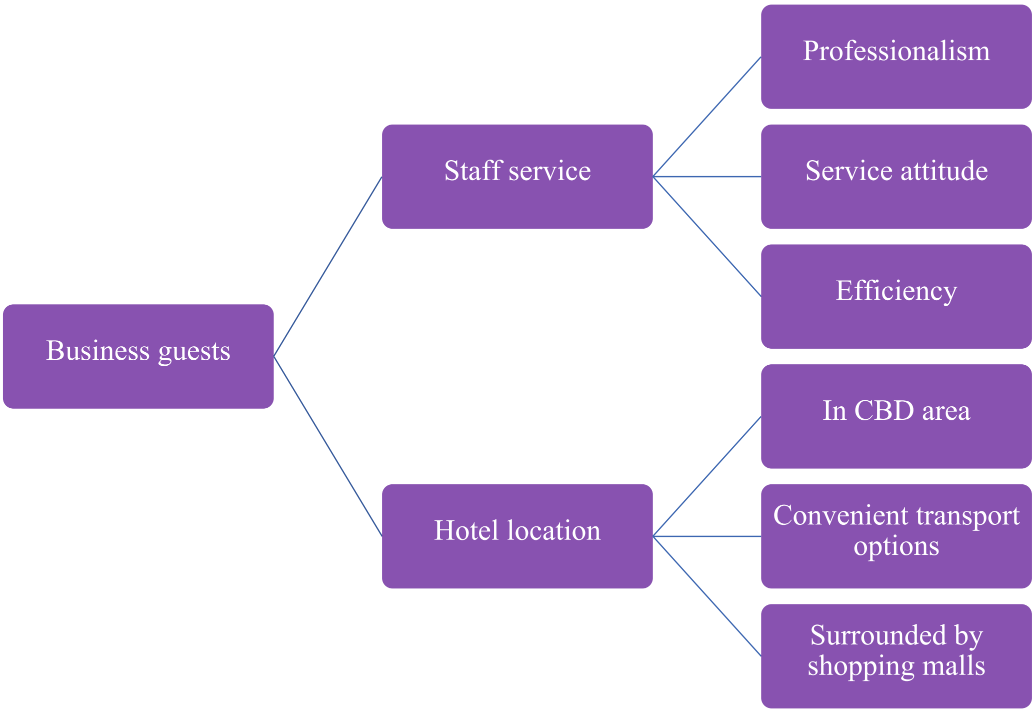

Business guests
Staff service
Hotel location
Professionalism
Service attitude
Efficiency
In CBD area
Convenient transport options
Surrounded by shopping malls

Figure 5: Main factors influencing the satisfaction of Chinese business guests with luxury hotels in Beijing

The factors influencing the satisfaction of Chinese business guests with luxury hotels in Beijing are identified in Table 4.6. Thus, based on the results from Table 4.6, this research presents a diagram of the main factors influencing the satisfaction of Chinese business guests with luxury hotels in Beijing. Figure 5 has identified the two main factors influencing satisfaction (the centre), and their subcategories (the right) in order to discuss them further.

Therefore, Figure 5 presents the results regarding main factors influencing the satisfaction of Chinese business guests with luxury hotels in Beijing, which could assist hotels to identify and evaluate the expectation of business guests, and add the knowledge about factors influencing business guests' satisfaction with luxury hotels in the Chinese context.

There are two main factors influencing business guests' satisfaction with luxury hotels in Beijing, staff service and hotel location. The two factors are discussed as follows.

Firstly, the results of this research showed business guests evaluated the hotel stay focusing more on staff service regarding professionalism, service attitude and efficiency. This result is in line with previous research, such as Liu et al. (2017), where quality of service is considered one of the most important factors influencing hotel guests' satisfaction. One reason could be that hotel success mainly depends on the quality of service; thus, most guests focus on the quality of service (Ye et al., 2012). The result of this research also showed Chinese guests felt friendly and enthusiastic service attitude, and efficient check-in and check-out are seen as the main factors influencing their satisfaction of luxury hotels in Beijing. Lewis and McCann (2004) also indicated slow check-in/out could affect satisfaction with hotels.

The second factor influencing business guests' satisfaction with luxury hotels was hotel location. They felt hotels located in CBD area were significant, convenient for conferences and meeting sites. Chinese business guests also observed the importance of convenient transport options, and hotels surrounded by shopping malls. The result of this research is similar to previous research (Zhang, Ye & Law, 2011), which indicated luxury hotel guests were highly concerned about convenient locations, and willing to pay for convenience. Ramanathan and Ramanathan (2011) found that in Britain, hotel location was the main factor influencing business guests' satisfaction. In addition, hotel locations also had important effects on business guests' satisfaction in Canada (Prud'homme & Raymond, 2013).

5.5 Leisure guests: main factors

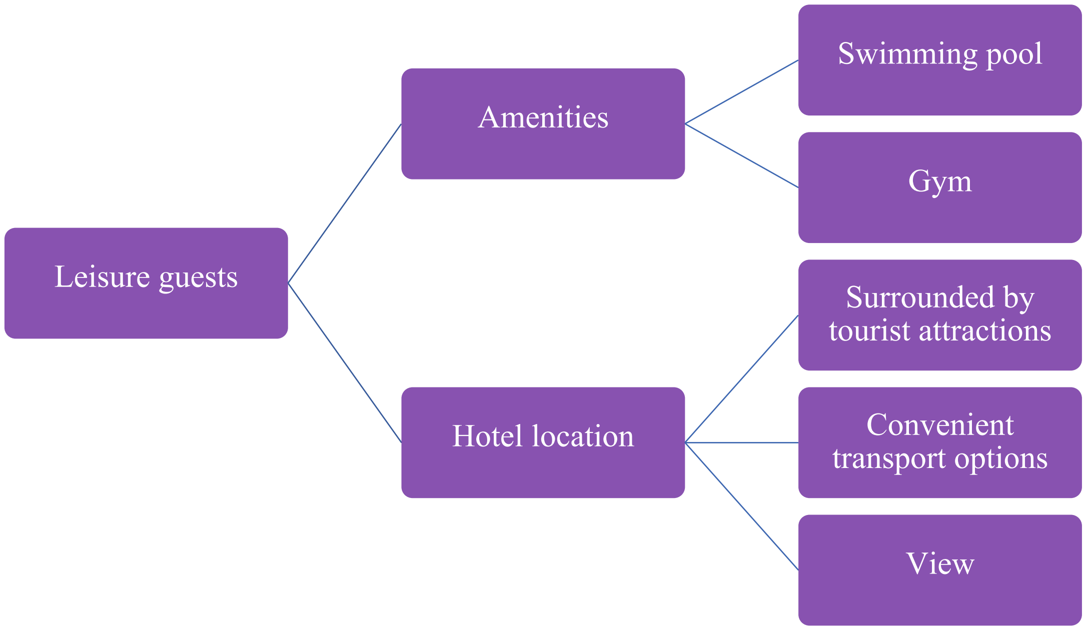

Leisure guests
Amenities
Hotel location
Swimming pool
Gym
Surrounded by tourist attractions
Convenient transport options
View

Figure 6: Main factors influencing leisure guests' satisfaction with luxury hotels in Beijing

The results regarding factors influencing Chinese leisure guests' satisfaction with luxury hotels in Beijing have been identified in Table 4.7. This research presents a diagram of the main factors influencing Chinese leisure guests' satisfaction with luxury hotels in Beijing (see Figure 6) based on the results from Table 4.7. Figure 6 has picked up the two main factors influencing Chinese leisure guests' satisfaction with luxury hotels in Beijing (the centre), and their subcategories (the right) in order to discuss the significant factors further.

Therefore, Figure 6 presents results for the main factors influencing Chinese leisure guests' satisfaction with luxury hotels in Beijing, which could assist hotels to identify and evaluate the demand of leisure guests, and add the knowledge about factors influencing leisure guests' satisfaction. There are two main factors influencing leisure guests' satisfaction with luxury hotels in Beijing, including amenities and hotel location. The two main factors are discussed as follows.

Firstly, the results of this research showed Chinese leisure guests placed considerable emphasis on the amenities and hotel location (see Figure 6). The improvement of guests' satisfaction mainly relies on the amenities of hotels (Heo & Hyun, 2015). Li et al. (2011) observed adequate amenities of hotels are one of the most important criteria for Chinese guests. Swimming pools and gyms were main concerns of amenities for Chinese leisure guests in luxury hotels in Beijing. This result is in line with previous literature, such as Lewis and McCann (2004), where swimming pools and gyms in hotels play a significant role for leisure guests. However, this result is contradictory to Ramanathan and Ramanathan (2011), where leisure guests pay more attention to the quality of staff service in hotels. This difference could be because most leisure guests were family leisure guests in luxury hotels in Beijing, who felt swimming pools were important space for relaxing with their children. The importance of the gym was mainly reflected in the comments of solo travel guests. Solo travel guests focused on the adequate facilities of gym.

The second factor was hotel location. One reason could be the hotel location plays an important role in Chinese hotel guests' satisfaction (Zhang et al., 2011; Zhou et al., 2014). Therefore, Chinese leisure guests believed it as part of the factors influencing their satisfaction with luxury hotels in Beijing, and Chinese leisure guests observed hotels surrounded by tourist attraction could be seen as a factor influencing their satisfaction with luxury hotels in Beijing. The result is in line with Sparks and Browning's (2010) study where tourist attractions have an impact on leisure guests' satisfaction of their hotels. Wang et al. (2008) also found the hotel location near tourist spots is one of the most important expectations of Chinese luxury hotel guests. Chinese leisure guests also valued convenient transport options. Chinese leisure guests felt the hotel location near the subway station was satisfactory. This view also was discussed by Chinese leisure guests, who felt the room overlooking the tourist attractions was satisfactory.

5.6 Comparison: Business and leisure guests

The results of this research showed both Chinese business and leisure guests focused on staff service, hotel location, and amenities (see Table 4.8). This result is in line with previous research, which observed the factors influencing Chinese guests' satisfaction with hotels in China are staff professionalism, the convenience of location and adequate amenities (Wang et al., 2008; Tsai et al., 2011; Li et al., 2011; Zhou, Ye, Pearce & Wu, 2014).

However, different types of guests have different factors influencing their satisfaction with hotels (Yavas & Babakus, 2005; Ramanathan & Ramanathan, 2011). The results of this research showed Chinese business guests paid more attention to staff service; Chinese leisure guests placed great emphasis on amenities (see Table 4.9). However, this result contradicts Ramanathan's (2012) study where leisure guests focussed more on service quality in their perception of value for money, while business guests were more likely to emphasise hotel location (Ramanathan, 2012). The difference might be that guests from different cultural background could have different factors influencing their satisfaction. Prud'homme and Raymond (2013) also observed business and leisure guests have different selection criteria in Canada.

Additionally, the results of this research showed the hotel location was the second factor influencing both business and leisure guests' satisfaction with luxury hotels in Beijing. Previous literature also indicated convenient location of luxury hotels could be an important factor influencing Chinese guests' hotels decision making (Yang et al., 2012). Luxury hotel guests are willing to pay most for convenient hotel locations (Zhang et al., 2011). Therefore, hotel location is one of the most important factors for a new hotel establishment (Yang et, al., 2012). The result of this research also showed both Chinese business and leisure guests emphasis on the convenient transport options around luxury hotels in Beijing. However, the expectation of guests about hotel location in the different countries has some differences. For example, in Spain, a location close to a beach is popular (Rigall-I-Torrent et al., 2011). In South Africa, a location close to the CBD and beach was mentioned by guests (Ferreira & Boshoff, 2013).

5.7 Conclusion

This chapter has discussed the factors influencing different types of Chinese guests' satisfaction with luxury hotels in Beijing through comparison with the existing literature presented in Chapter Two. The first section of this chapter discussed the hotels' descriptions on their websites. The second section discussed the main types of Chinese guests in luxury hotels in Beijing. The third and fourth sections respectively discussed the factors influencing Chinese business and leisure guests' satisfaction with luxury hotels in Beijing. The last section discussed the comparison of factors influencing business and leisure guests' satisfaction with luxury hotels in Beijing. The following chapter will conclude this dissertation.

Chapter Six: Conclusion

6.1 Introduction

This research project was designed to learn about satisfaction with hotels in the Chinese context by identifying how Beijing luxury hotels describe themselves on their websites, and the factors influencing Chinese business and leisure guests' satisfaction with luxury hotels in Beijing. The research was conducted by adopting the qualitative approach. To achieve the research objectives, descriptions from ten official websites of five-star hotels and 150 comments by guests from Ctrip were collected. The data were analysed using a content analysis method. The aim of this chapter is to summarise the main results of this research and show how the results of this research provide evidence and support to both theoretical implication and practical implications. The limitations of this research and recommendations for further research are also discussed.

6.2 Summary of the results

6.2.1 Hotels own description on their websites

As can be seen from Figure 3, when hotels introduced themselves on their websites, they tended to describe themselves mainly using the words *luxurious*, *Chinese*, and *traditional*. In addition, *luxurious* room and accommodation, and *Chinese* and *traditional* design of hotels are main descriptions on their websites. Thus, luxurious accommodation, and Chinese and traditional design of hotels, could be the main characteristics of luxury hotels in Beijing.

6.2.2 Main types of Chinese guests in luxury hotels in Beijing

In terms of the type of Chinese guests in luxury hotels in Beijing (see Figure 4), although business (36.7%) and leisure guests (63.3%) were main types of Chinese guests, the leisure guests include four types: families (48.9%), friends (27.4%), couples (15.8%) and solo travel guests (9.5%). Families were the core leisure guests in luxury hotels in Beijing. Since Chinese leisure guests outnumbered Chinese business guests, Chinese leisure guests could be the core guests in luxury hotels in Beijing.

6.2.3 Business guests: main factors

Regarding the factors influencing the satisfaction of Chinese business guests with luxury hotels in Beijing (see Figure 5), Chinese business guests place considerable emphasis on staff service and hotel location. Chinese business guests talked about staff service, professionalism, service attitude and efficiency of staff. When Chinese business guests evaluate hotel locations, they mainly comment that being in CBD area, having convenient transport options around hotels which are surrounded by shopping malls are satisfactory. Therefore, in order to improve the satisfaction of Chinese business guests, the factors regarding staff and hotel locations could be considered.

6.2.4 Leisure guests: main factors

As can be seen from Figure 6, family leisure guests placed great emphasis on swimming pools; thus, swimming pools could be considered by hotels in order to improve family guests' satisfaction with luxury hotels in Beijing. Friends, couples and solo travel guests paid more attention to hotel locations. When they evaluated hotel locations, hotels surrounded by tourist attractions, having convenient transport options and a good view from the window were the main factors influencing their satisfaction with luxury hotels in Beijing. Therefore, to increase the satisfaction of friends, couples and solo travel guests, this aspect of location could be a required focus by hotels.

6.3 Theoretical implications

This research focused on factors influencing different types of Chinese guests' satisfaction with luxury hotels in Beijing. The most important contribution of this research is that the results provide factors influencing Chinese business and leisure guests' satisfaction with luxury hotels in Beijing from the viewpoint of Chinese guests. Existing literature focuses on what factors influence Chinese hotel guests' satisfaction (Wang et al., 2008; Li et al., 2011; Tsai et al., 2011; Zhou et al., 2014), or identified the factors influencing guests' satisfaction with all star ratings (Walls et al., 2011; Ye et al., 2014). Therefore, the research contributed to the literature regarding the factors influencing hotel guests' satisfaction in the Chinese context.

6.4 Practical implication

This research has identified how hotels describe themselves on their websites and what factors influence the satisfaction of different types of Chinese guests with luxury hotels in Beijing. Based on the results from the hotels' descriptions on their websites, luxurious rooms and traditional Chinese design could be the main characteristic of luxury hotels in Beijing. Thus, hotels would place considerable emphasis on other aspects of hotel descriptions to distinguish the hotel's characteristics from those of competitors.

Additionally, the result has been produced as a figure to present the findings. Therefore, the result or figure also could take information for Ctrip about hotel description.

In terms of the factors influencing different types of Chinese guests in luxury hotels in Beijing, although both business and leisure guests emphasised hotel location, they have different needs. Therefore, considering the main type of target guests is significant before hotel establishment. For example, hotels focusing on service for business guests could be located in CBD area; hotels focusing on service for leisure guests could consider a location surrounded by tourist attractions.

6.5 Limitations

Several limitations of this research should be highlighted and considered. Firstly, the data collection only focuses on one location, Beijing, and does not consider the situation of other luxury hotels in other cities. Secondly, the data set is small – only ten five-stars hotels in Beijing – but four-star hotels also are luxury hotels in Beijing; thus, owing to the limitation of data resource, the results might not be generalisable enough to determine what factors influence different types of Chinese guests' satisfaction with luxury hotels in Beijing. Thirdly, the limited time to collect data give rise to the limited data collection, which could lead to information being missed. If the above limitations were not present, the results of this research would be more convincing.

6.6 Recommendations for the future research

Based on the results and limitations of this research, recommendations are provided for similar research. Firstly, further research could investigate a large sample population, such as focusing on more of the main cities, such as Shanghai or Guangzhou. Secondly, further research could focus on both four-star and five-star hotels. Thirdly, further research might not focus only on luxury hotels located downtown but also in other areas. Finally, further research might not focus on luxury hotels with high satisfaction but also luxury hotels with other levels of satisfaction from guests.

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Appendix A: Hotel descriptions on their own websites

Rosewood

Rosewood Beijing is the first China property for Rosewood Hotels and Resorts®, taking contemporary sophistication to new heights. This elegant hotel in Beijing features one-of-a-kind luxury that reflects the capital city's compelling culture, history and geography.

Conveniently located within the Beijing Central Business and Embassy Districts, Rosewood Beijing transforms ordinary events into the extraordinary.

Sophistication meets residential-style accommodation at this Beijing luxury hotel. With 282 luxurious rooms and suites that are amongst the largest in the city, the guest rooms evoke sensations of lavish apartment living. Featuring natural finishes, textural overlays, spacious bathrooms, walk-in closets, and non-traditional elements with subtle Oriental aesthetics, guests discover an intimate and sophisticated surrounding in the midst of Beijing. All guest rooms feature original cloisonné paintings, beautiful fine art prints, floor-to-ceiling windows, and built-in TVs within the bathroom mirrors.

Conducting business at Rosewood Beijing is a matter of comfort, luxury and convenience. Not only does the hotel provide the perfect venues for high-powered meetings or intimate executive lunches, a range of office essentials and perks are also provided, from secretarial to limousine services. In addition, Rosewood makes it a point to cater to all its guests – young or old, helping to tailor the perfect family holiday for all. Our brand new venues present 2,620 square meters of Beijing event space that bestow grace and elegance to any occasion. Whether yours is an exclusive board meeting, a product launch, red carpet gala or fairytale wedding, Rosewood Beijing's state-of-the-art facilities and impeccable service will make it a flawless special occasion.

Four Seasons Hotel Beijing

Beating to the pulse of China’s cultural heart, Four Seasons Hotel Beijing showcases a landmark residence from which to connect to the prestige and vitality of this compelling capital city. Arranged around a towering sky-lit atrium, each of the Hotel's 313 guest rooms, including 66 luxury suites, is a contemporary refuge furnished with every conceivable comfort. Warm, individual touches enhance the residential feel of our accommodations in Beijing, and harmoniously balanced spaces allow both business and leisure travelers to carve out their own niche. As always, our guests are supported by advanced technologies and thoughtful Four Seasons care. Savour inviting ambience and mouthwatering culinary creations in the two signature dining venues and three lounges at Four Seasons Hotel Beijing. Discover fine Chinese cuisine in a dramatically modern setting at Cai Yi Xuan, a warm and luxurious environment at Mio – our vibrant Italian-style eatery, and tradition with a twist at the Tea Garden.

Fairmont Beijing

The Fairmont Beijing Hotel brings unprecedented luxury and hospitality offering guests a distinctive stay right in the heart of China’s modern capital business center. Located in the central business district, with easy access to tourist attractions such as Wangfujing Street and entertainment center, the Forbidden City and the Tiananmen Square.

In cooperation with Blueair and their state of the art air purifiers we are providing the Blueair Zone with certified clean air at Fairmont Beijing to enhance guest experience and well being. Blueair Pro air purifiers are installed in all 222 guest rooms and public areas.

With top quality amenities, unique architecture and superlative décor, The Fairmont Beijing Hotel is not only charming but allows our worldly guests to settle in comfortable luxurious suites with elite services. Guest room accommodations come primed with first class amenities, including cutting edge technology, hand-selected linens and spa inspired bath products.

The Fairmont Beijing Hotel’s dining options offer multiple cuisines and caters to various international palettes in restaurants that have won multiple local awards and accolades. Fine dining western cuisine can be found at our bistro The Cut, which specialises in steaks, while a plethora of Chinese cuisines from Beijing duck to Cantonese dim sum can be tasted at our Chinese dining restaurant Lunar 8.

In addition, Fairmont Gold, our exclusive lifestyle hotel experience, which is located on the sky bridge, offers private check-in, upgraded amenities, dedicated concierge services and access to the Fairmont Gold Lounge, which offers complimentary full breakfasts, English or Chinese style afternoon tea, and nightly selections of hors d’oeuvres pastries.

Inspired by China’s Hutong culture, our luxury Beijing hotel's three exclusive events spaces offer intimacy and privacy, as well as innovative business amenities, personalised service and exceptional catering in the heart of the city.

Park Hyatt Beijing

Park Hyatt Beijing unfolds a journey of rare and intimate experiences. Personalised service that exceeds every expectation, you’ll feel right at home away from home. Exceptional dining and truly a service that is tailor-made just for you. Every moment is meant to be savored at Park Hyatt Beijing.

- The ideal CBD location: When you are right in the center, the world runs around you. Save commuting time to/from your important meeting venue and maximise the leisure time for yourself. Only 30-minute ride from/to Beijing airport.
- A View in every Room: Embrace the city and be above of it all, See Tiananmen Square, Forbidden City, CCTV Tower or ChangAn Avenue right from your room.
- Outstanding Dine and Wine Culture: 3 signature outlets which allows you to experience the ultimate in both international and local cuisine paired with stupendous wine to elevate your dining experience.
- Residential-style rooms: 246 rooms including 25 suites, each offering the comforts of home but with refined luxury touches.

Grand Millennium Beijing

Set in the business district of China's capital, Grand Millennium Beijing is within easy reach of the capital's best attractions. The hotel has the perfect location to explore the worlds of fashion, culture, and art. Nearby, you'll find the new CCTV headquarters and The Place shopping complex. Within the hotel, opulence is complemented by practical ease. Its 521 rooms feature an 'extended bathroom' concept which opens up the space and is enhanced by large floor-to-ceiling windows. Business travellers will find this hotel ideal with its hotel-wide Wi-Fi, a variety of venues for meetings and events and all the latest services. With an indoor pool, fitness facilities and spa, you’ll want make time to relax. Savour international cuisines, wines, and beers at our bars and restaurants. It's all here for you to discover and enjoy this luxury accommodation.

The Peninsula Beijing

The Peninsula Beijing has been voted as “World’s Best Awards 2017 – Top 3 of The Best Hotels in Beijing” by the readers of Travel + Leisure US which is the influential travel and lifestyle magazine. It now delivers the most spacious all-suite guest accommodation in the heart of China’s dynamic capital. The restyled hotel also combines timeless Chinese artistry and craftsmanship with cutting-edge technology and superlative service to set spectacular new standards in design, luxury and comfort.

The hotel’s 230 stunning new suites start at a spacious 60 square metres, becoming the only All-Suite hotel in the Capital. The design of the elegantly restyled suites is inspired by the interiors of luxury private yachts blended and Chinese artisanship with international sophistication and flair.

Exceptional culinary experiences have been a hallmark of The Peninsula Beijing for more than a quarter of a century. Three reimagined restaurants celebrate the unique Chinese heritage of The Peninsula brand and the historic integration of fine craftsmanship into Chinese dining culture. The hotel’s chefs have travelled across China and worldwide to source the finest sustainable produce to enhance each dining experience.

Shangri-La world Summit Wing

The China World Trade Centre soars majestically before you and you are immediately impressed. At street level, this prestigious Beijing address is breathtaking. However, the view from the top is even more stunning.

The elevator rises swiftly to the 64th floor, where the check-in reception is located. You enter a hotel decorated with tasteful, ultra-modern interiors and designs that marry traditional Chinese beauty with chic Western style.

The vibrant city bustles below and the rooftops of the Forbidden City are visible from where you stand. When you are done admiring the view, you remember that the hotel also offers tantalizing dining choices. All four designer restaurants, two bars and a lounge, and four exclusive venues devoted to private dining are sure to delight.

The hotel concierge briefly mentions the hotel's pampering options that are sure to revive and rejuvenate both body and mind. You decide to take a relaxing dip in the indoor infinity pool. This is promptly followed by an indulging massage at CHI, The Spa on the 77th floor.

After visiting the spa, you head to the bar, Atmosphere. The dramatic backdrop of the Beijing cityscape is framed by a ceiling resembling a constellation of delicate stars. You soak in marvellous views of the lively city beneath you.

The Ritz-Carlton

Embark on a world adventure in the heart of the thriving commercial Chaoyang District at The Ritz-Carlton, Beijing. Our five-star international hotel in Beijing is the perfect retreat, whether you are traveling for business or pleasure. With 305 well-appointed guest rooms and hotel suites, six exceptional restaurants, bar and lounges, and 1,100 square meters of high-tech meeting space, including a 650-square-meter ballroom, you'll experience a Beijing luxury hotel unlike any other.

Whatever brings you to Beijing, the refined culture and fascinating history will unfold around you as discover the timeless and captivating treasures only found in China’s beloved city. If you plan to visit the Forbidden City, shop at high-end boutiques or prefer a food tour filled with culinary delights, let our luxury hotel in Beijing, China, assist you in uncovering the city’s hidden gems.

Waldorf Astoria

Rich Chinese tradition and modern affluence flawlessly combine at Waldorf Astoria Beijing. This distinctive hotel is in the heart of the Wangfujing area, with 10 minutes walking distance to Tiananmen Square and the Forbidden City, CBD area is within 10 minutes drive.

Oriental charm meets contemporary luxury at Waldorf Astoria Beijing. From the sleek and stylish lobby to the opulent bathrooms, you'll find a unique blend of modern elegance, rich Chinese heritage and legendary Waldorf service. Our location in the heart of Beijing puts you just steps away from popular shopping malls, museums and historic attractions like Tiananmen Square and the Forbidden City.

For a more refined experience and greater privacy, our Hutong Studios and Villa are located in a separate wing of the hotel with a private entrance. Peacock Alley is the place to be for signature afternoon tea and cocktails. Our Personal Concierge will help you plan a sightseeing adventure or reserve a table at the restaurant of your choice.

Regent Beijing

Favored by both leisure and business travelers, Regent Beijing offers a superlative stay in the Wangfujing area, combining luxury accommodation, cosmopolitan dining and superb amenities with unparalleled personal service.

Situated in the heart of Beijing, close to the labyrinthine alleyways of the historic “hutong” district, the Forbidden City and Tiananmen Square, the luxury hotel Regent Beijing offers a welcome respite from the frantic energy of the modern metropolis. The graciousness of traditional Chinese hospitality sits in harmony with the heights of modern design to create an oasis of tranquility, where business and leisure travelers are indulged in luxurious home-away-from-home comfort.