Dear Mr Putra

Thank you very much for submitting the above manuscript to the Encyclopedia of Tourism Management and Marketing.

Your manuscript has now been evaluated. Please find a number of improvements required to develop your entry and make it more compatible with the Encyclopedia.
As you would appreciate with 1000 terms being considered we need to have a consistent style that each entry follows.

Guidelines: https://www.manuscriptmanager.net/sLib/guides/ETMM-Guidelines.pdf
Example https://tinyurl.com/EncyExampleBuhalisSmartTourism
Examples of Accepted Terms https://tinyurl.com/encyEXAMPLES

Please make sure that you follow this particular structure:
· Definition of term
· Examples and stakeholders in this term
· Debate and compare and contrast views of established authors
· Critical aspects, challenges, opportunities
· Future developments
· Figure or Table that summarises your entry

In addition, I would appreciate it if you could make sure that you address these suggestions:

Expand the detail on all items evaluated (perhaps as a table)

For example is SEO or device adaptability a criterion?
Perhaps expand the assessment parameters in more detail? and bring all the criteria ?

Please make sure that all these points are addressed before your submit you manuscript.

BEFORE you develop your terms PLEASE revise the following
Guidelines: https://www.manuscriptmanager.net/sLib/guides/ETMM-Guidelines.pdf
Example https://tinyurl.com/EncyExampleBuhalisSmartTourism
Examples of Accepted Terms https://tinyurl.com/encyEXAMPLES

When you resubmit your manuscript, please provide point-by-point answers to the above points in the text field provided during the online resubmission process and highlight any revisions made in your manuscript document.

As we are trying to facilitate timely publication of the Encyclopedia, your revised manuscript should be uploaded as soon as possible.
We look forward to receiving the revised version and thank you, again, for submitting your manuscript to the Encyclopedia of Tourism Management and Marketing.
You may also like to submit additional terms or invite colleagues to do so.

Yours sincerely

Professor Dimitrios Buhalis

Editor in Chief
Encyclopedia of Tourism Management and Marketing
dbuhalis@bournemouth.ac.uk
http://www.buhalis.com

ENCYCLOPEDIA OF TOURISM MANAGEMENT AND MARKETING
Editor in Chief: Professor Dimitrios Buhalis, EDWARD ELGAR PUBLISHING LIMITED
Call for Encyclopedia Entries:
Submit your 200 words proposal for an entry on https://eep.manuscriptmanager.net/ by 30 September 2020.
A term is 1500 words – 1 figure – 8 references.
Please Upload 200-word proposal by 30/9 and upload your entry by 31 December 2020.
You can upload the entire entry too if you are ready and you are confident that you have a comprehensive entry.
The sooner you can complete this assignment the better!

Guidelines: https://www.manuscriptmanager.net/sLib/guides/ETMM-Guidelines.pdf
Example https://tinyurl.com/EncyExampleBuhalisSmartTourism
Examples of Accepted Terms https://tinyurl.com/encyEXAMPLES
RESUBMISSION INSTRUCTIONS AND GUIDELINES

Please upload your revised entry at the following URL:

https://eep.manuscriptmanager.net/sLib/v4/login.php?paramScreen=6mmIdsCY8WFb6340WW0bfHdiQ67aj2tnha/E6xYY0Pw=

Please make sure that you adhere to the following instructions

· 1500 words of text that present an overview of the subject in a cohesive and logical manner.

· The level of writing in the entries should be targeted at academics and postgraduate students, undergraduate students, policymakers and practitioners.

· The entry should include a maximum of eight references, of which a maximum of three should be from the author

· All text, tables and figures need to be in word file. High resolution figures should be provided separately.

· The text should be original, not published before and should have a very low similarity score on Turnitin.

· Maximum of two authors per entry.

· When submitting your entry, please also include your name, affiliation, contact details, and email address as you would like them to appear in the final Encyclopedia.

· The entry's title should immediately be followed by the text. We do not require the entries to use a table of contents.

· Please include a list of six keywords. These will be incorporated into the electronic presentation of the Encyclopedia on Elgaronline, and will assist with wider search functionality and discoverability.

· Footnotes should not be used in the entries. A list of references should instead be collected and placed as a bibliography at the end of the entry.

· You should include no more than one figure or table in your entry. Please closely follow the Publisher's guidelines, which are available under the "Figures and Photographs" and "Tables and Boxes" tabs on the Author Hub.

· When uploading your entry to Manuscript Manager please upload it as a Microsoft Word file (.doc or .docx). This will help to significantly expedite the copy-editing process. Please name the file with the name of the first Author and the term. (e.g. Buhalis_eTourism).

· Chapters that contain special characters (e.g. Chinese, Japanese, Greek, etc.) should be submitted as both PDF and Word files.

· Please check the PDF carefully, before submission, to ensure the special characters are displayed as intended. In the event of uncertainty regarding how any characters are to be displayed in the Word file, the copy editor and/or typesetter will use the PDF as a reference point.

THANK YOU FOR CONTRIBUTING TO THE ENCYCLOPEDIA OF TOURISM MANAGEMENT AND MARKETING

YOUR SIGN IN INFORMATION

Website: https://www.manuscriptmanager.net/eep

Email: fajar.putra@connect.polyu.hk

Encyclopedia of Tourism Management and Marketing

Manuscript:	EEP-2020-8-54/R1 RESUBMISSION
Title:	Website Evaluation
Authors(s):	Rob Law (Co-author), Fajar Kusnadi Kusumah Putra (Corresponding Author)

Encyclopedia of Tourism Management and Marketing

October16, 2020

Dear Professor Dimitrios Buhalis
Editor in Chief
ENCYCLOPEDIA OF TOURISM MANAGEMENT AND MARKETING

Thank you for reviewing our manuscript "Website evaluation" which was submitted to *Encyclopedia of Tourism Management and Marketing* for publication consideration. We are grateful to receive your constructive and valuable comments, which have helped us improve the overall quality of our manuscript.

Please note we have revised the paper based on your comments and suggestions. This revision summary provides a point-to-point response to the comments offered by the reviewers.

Again, thank you very much for your interest in this work. We wish the revised manuscript would meet the standard of *Encyclopedia of Tourism Management and Marketing*.

Yours truly,

The authors

Reviewer(s)' Comments to Author:

Comments:

Please make sure that manuscript follow this structure:

(1) Definition of term

Our response:

Thank you for your comments. Please note we have revised the manuscript based on your comments and tried our best to describe the definition of term at the beginning of manuscript.

The definition of the term has been described in the first paragraph of the manuscript.

(2) Examples and stakeholders in this term

Our response:

Thank you for your comments. Please note we have revised the manuscript based on your comments and tried our best to describe the term stakeholders.

Website evaluation examples and stakeholders have been described in the second paragraph on p.1 of the revised manuscript.

(3) Debate and compare views of established authors

Our response:

Thank you for your comments. Please note we have revised the manuscript based on your comments and tried our best to provide views of established authors for this term.

Comparison of previous study has been added to p.1 – p.3 of the revised manuscript (paragraphs 3, 4 and 5).

(4) Critical aspects, challenges, opportunities

Our response:

Thank you for your comments. Please note we have revised the manuscript based on your comments. We have also tried to describe the critical aspects, challenges, opportunities, and future developments.

The aspects have been described on p.3 and p.4 of the revised manuscript (paragraphs 6 and 7).

(5) Future developments

Our response:

Thank you for your comments. Please note we have revised the manuscript based on your comments and tried our best to tighten up the language use.

Please refer to p.4 (paragraph 8) for future developments of website evaluation.

(6) Figure or Table that summaries your entry

Our response:

Thank you for your comments. Please note we have revised the manuscript based on your comments and provided a table to summarize the dimensions and criteria.

Please refer to Table 1 in the revised manuscript.

(7) Expand the detail on all items evaluated, perhaps expand the assessment parameters in more detail? and bring all the criteria? For example, is SEO or device adaptability a criterion?

Our response:

Thank you for your comments. To follow your suggestion, we have re-arranged the sections to definition of term, expanded the details for all items evaluated, summarized the parameters using one table (Table 1). In addition, we have expanded the assessment parameters in more details. Please refer to the revised parts on p.3 to p.4.

Website Evaluation
Rob Law
rob.law@polyu.edu.hk
Fajar Kusnadi Kusumah Putra
fajar.putra@connect.polyu.hk

School of Hotel and Tourism Management,
The Hong Kong Polytechnic University,
Hong Kong, China

Website evaluation is "the act of determining a correct and comprehensive set of user requirements, ensuring that a website provides useful content that meets user expectations and setting usability goals" (US Department of Health and Human Services, 2006 cited in Law, 2019, p. 3). This evaluation is important in achieving the objectives of a website from the perspectives of customers, internal organizations, marketing, and technical aspects (Morrison et al., 2004; Sun et al., 2017). Websites act as a medium of communication; it delivers information, establishes relationships with its stakeholders, and markets products and services to customers (Law & Bai, 2006).

In tourism and hospitality, websites are intended for specific businesses. Some examples include hotel websites, destination websites, travel supplier websites, airlines websites, online travel guides, online travel magazines, travel websites, travel search engine websites, and travel blogs (Law et al., 2010). With the various types of websites in tourism and hospitality, a systematic website evaluation should be conducted on the basis of a tested theory and a standardized and measurable approach. Tourism and hospitality websites are primarily built for consumers and industrial practitioners. Therefore, several stakeholders are involved in the website evaluation process. In this type of evaluation, the perspectives of customers, suppliers, and a combination of both are examined (Sun et al., 2017). The evaluation approach for websites should be based on the company's objectives, target market, and stakeholders (Law et al., 2010). The website evaluation process also requires input from the perspective of stakeholders (i.e., expert and academic researchers, industrial practitioners, marketers, destination management organizations, and policymakers).

Previous studies have focused on the approaches for evaluating websites. In general, five specific measurement methods are used, namely, counting, user judgment, automated, numerical computation, and combination (Law et al., 2010). The counting method evaluate website attributes by counting the frequency of the appearance of features. Then, the values obtained from the quality of the related features is compared with the overall performance scores. This method is used for measurement of performance, content richness, and design

quality through a quantitative approach. However, it cannot assess the ease of use of the website from the user's perspective. In contrast, several studies use user judgment based on human-computer interaction by assessing the quality of the website design. In this method, the qualitative approach is based on experiential values and user preferences for website features and functionality aspects. Website evaluation through consumer decision making can be assessed from the parameters of website quality. In addition, the measurements are based on user satisfaction or their perceptions on usefulness, ease of use, accessibility, and user attitude (Sun et al., 2017). However, this approach may not be able to present a whole picture about website performance in numerical form. Several studies have used automated methods via software systems. Consequently, researchers have developed software specifically designed for different research purposes. Previous research indicates that the applications of a dedicated software system can provide faster processing and higher level of consistency (Law et al., 2010).

From the mid-2010s, website evaluation has used specific mining tools or available online tools to analyse processes in tourism and hospitality. Apart from the use of software, the numerical computation method focuses on mathematical functions to calculate the efficiency and performance of websites. It also provides faster and more consistent results than other methods. However, this approach cannot effectively handle sophisticated processes, thus potentially causing difficulties for some users. Since 2015, a combination of methods from theories and models adopted from other disciplines have been formulated. Several studies have used these hybrid methods (i.e., automated and user judgment or expert input). The use of these strategies has created a variety of outcomes that can address the diverse needs of a wide range of stakeholders. The numerical computation approach is a measurable scheme that is readily replicated and suitable for application in long-term strategies.

Changes in assessment standards have moved from a narrow focus toward the evaluation of website features that reflect the overall user experience in terms of customer satisfaction, functionality, usability, intention to purchase, and an understanding of the psychological aspects of using websites to encourage consumers' favourable behaviour (Law, 2019). Thus, an effective and reliable method is essential to maintain service performance and website usability. Continuous evaluations on a website will certainly affect users' decision-making experiences, which, in turn, can help the organization achieve its long term goals (Qi et al., 2015). Website evaluation has used several models, namely, the new model and adopted/modified model evaluated by time, adopted methodology, and the specific method used (Law, 2019). The development of website evaluation models in tourism and hospitality began in the 1990s when the use of the Internet was growing. Models, such as the Balance Score Card (BSC) and its modified models, were used for website evaluation. In the 2000s, more modified frameworks became available, such as the model of Internet commerce adoption (MICA), its extended version (eMICA), online travel service quality (E-QUAL), and the information system of the e-commerce success model (Law et al., 2010; Morrison et al., 2004). New conceptual models were also developed by scholars in this period. Examples of these

models include the 2QCV3Q meta model, which is related to tourism identity, content, service, location, management, usability, and feasibility. Meanwhile, the AIDA concept, which consists of attention, interest, desire, and action, emphasized the information structure and attractiveness of tourism sites (World Tourism Organization, 2005). More new models emerged in the 2010s, with some of them focusing on adopting the information, communication, transaction, relationship, and technical merit (ICTRT) model, online relationship marketing between customers and suppliers, and electronic customer relationship management (e-CRM). Most of the models applied the trial and evaluation approach (Sun et al., 2017). In addition, they were in line with the growing development of e-commerce activities.

Table 1. Dimensions and Parameters for Website Evaluation

Dimensions	Parameters
Functionality	Accurate information, added value, aesthetic, brochure request service, communicative, comprehensive information, content, contact information, design attractiveness, sending e-cards, easy to find wanted information, easy-to-complete transaction, email newsletter, emotional appeal, experience, feedback system, facilities information, foreign currency converter, frequently asked questions (FAQ), identity, images, impression, in-depth information, index page, information quality, information richness, innovative, interactive feature, Internet-based application, membership availability, mobile-friendly, multimedia, multilingual capabilities, payment, persuasive, personalization, reservation, rapid linkage, site management, search function, service or product information, social media extension, support services, surrounding area information, textual information, timeliness of information, transaction support, user interface, updated information (i.e., event, location, and weather), visual appearance, visual information, web design, and well-arranged categories.
Usability	Accessibility, booking rate, credibility, customer relationship management, ease of use, ease of physical access, easy to navigate, easy-to-find information, effectiveness, efficiency, e-business services as media transaction (i.e., booking system, payment system, security, and ease of login), findability and search engine optimization (SEO), fulfillment, information architecture, layout and graphics, purchase intention, query system, relational, relevant response time, relevant link provided, safety certificate, search filter and sort, speed, system quality, usability of language, user friendly, user satisfaction, visual/ graphical representation, website supportiveness, website quality, and website management.

Most works on website evaluation are based on functionality and usability dimensions. Table 1 summarizes the measurements for these website evaluations. Despite the various terminology used to explain the functionality and usability of the website, these definitions are considered essential elements of the website assessment (Law, 2019). The first dimension is functionality, which refers to the availability of information, content, and site management. These factors are very crucial in supporting the communication process. The quality of the content or features are the vital factors for the effectivity of the website. Moreover, the quality of the information provided to its users can be evaluated on the basis of their features and their effectiveness (Ip et al., 2011). With the development of social media and the use of mobile devices, a growing number of people have been using the latest technology, such as mobile applications. The advent of mobile marketing (m-marketing) has compelled organizations to adapt mobile-friendly web designs.

The second dimension is usability, which focuses on the evaluation of website features that reflect the overall website experience not only in terms of customer satisfaction and intention to purchase but also of the psychological aspects of using websites to influence consumers' behaviour (Law, 2019). This dimension uses several parameters, including website effectiveness, supportiveness, ease of navigation, and the growing use of e-business services. In the context of tourism and hospitality, a website is one of the starting points where customers meet with organizations/service providers to search for information. Therefore, ensuring quality service through websites is crucial. Website service quality is a major determinant of the success of services carried out online. In addition, user experience (UX) is the key for making a website efficient, as feedback from users support the improvements and continuous development of the website itself. The quality of the website can also create a positive attitude, build trust, and increase satisfaction to provide better solutions and experiences for website visitors. In addition, several criteria are used to measure the performance of the website. These criteria include speed, system quality, findability, and search engine optimization (SEO), which encourage people to search, click, and discover the contents of the website. Web traffic has a high correlation with the success of an e-business service, which can be gauged through the booking system support with a reliable payment system and security of the website.

Studies on website evaluation in tourism and hospitality have increased in recent years because websites have become an integral part of an organization's strategy, which can lead to its subsequent growth and increase its competitiveness. Information and communications technology trends, such as the adoption of social media and Mobile 2.0, will challenge web designers to provide a more responsive and interactive experience on smaller mobile devices. The adoption of artificial intelligence and big data has changed the productivity and efficiency of the tourism and hospitality industry. These new trends will reconstruct models, parameters, methods, and users' involvement for future website evaluation processes.

References

Ip, C., Law, R., & Lee, H. 'Andy'. (2011). A review of website evaluation studies in the tourism and hospitality fields from 1996 to 2009. *International Journal of Tourism Research*, *13*(3), 234–265. https://doi.org/10.1002/jtr.815

Law, R. (2019). Evaluation of hotel websites: Progress and future developments (invited paper for 'luminaries' special issue of International Journal of Hospitality Management). *International Journal of Hospitality Management*, *76*(January 2019), 2–9. https://doi.org/10.1016/j.ijhm.2018.06.005

Law, R., & Bai, B. (2006). Website Development and Evaluations in Tourism: A Retrospective Analysis. In M. Hitz, M. Sigala, & J. Murphy (Eds.), *Information and Communication Technologies in Tourism 2006. ENTER 2006 Proceedings* (pp. 1–12). New York: springer-Verlag, Wien. https://doi.org/10.1007/3-211-32710-X_1

Law, R., Qi, S., & Buhalis, D. (2010). Progress in tourism management: A review of website evaluation in tourism research. *Tourism Management*, *31*(3), 297–313. https://doi.org/10.1016/j.tourman.2009.11.007

Morrison, A. M., Taylor, J. S., & Douglas, S. (2004). Website evaluation in tourism and hospitality: The art is not yet stated. *Journal of Travel and Tourism Marketing*, *17*(2–3), 233–251. https://doi.org/10.1300/J073v17n02_18

Qi, S., Law, R., & Buhalis, D. (2015). A Modified Fuzzy Hierarchical TOPSIS Model for Hotel Website Evaluation. In *Hospitality, Travel, and Tourism* (pp. 263–283). IGI Global. https://doi.org/10.4018/978-1-4666-6543-9.ch017

Sun, S., Fong, D. K. C., Law, R., & He, S. (2017). An updated comprehensive review of website evaluation studies in hospitality and tourism. *International Journal of Contemporary Hospitality Management*, *29*(1), 355–373. https://doi.org/10.1108/IJCHM-12-2015-0736

World Tourism Organization. (2005). *Evaluating and Improving Websites - The Destination Web Watch (English version)*. World Tourism Organization (UNWTO). https://doi.org/10.18111/9789284409174

Table 1. Dimensions and Parameters for Website Evaluation

Dimensions	Parameters
Functionality	Accurate information, added value, aesthetic, brochure request service, communicative, comprehensive information, content, contact information, design attractiveness, sending e-cards, easy to find wanted information, easy-to-complete transaction, email newsletter, emotional appeal, experience, feedback system, facilities information, foreign currency converter, frequently asked questions (FAQ), identity, images, impression, in-depth information, index page, information quality, information richness, innovative, interactive feature, Internet-based application, membership availability, mobile-friendly, multimedia, multilingual capabilities, payment, persuasive, personalization, reservation, rapid linkage, site management, search function, service or product information, social media extension, support services, surrounding area information, textual information, timeliness of information, transaction support, user interface, updated information (i.e., event, location, and weather), visual appearance, visual information, web design, and well-arranged categories.
Usability	Accessibility, booking rate, credibility, customer relationship management, ease of use, ease of physical access, easy to navigate, easy-to-find information, effectiveness, efficiency, e-business services as media transaction (i.e., booking system, payment system, security, and ease of login), findability and search engine optimization (SEO), fulfillment, information architecture, layout and graphics, purchase intention, query system, relational, relevant response time, relevant link provided, safety certificate, search filter and sort, speed, system quality, usability of language, user friendly, user satisfaction, visual/ graphical representation, website supportiveness, website quality, and website management.