Exploratory Study of the Influencing Factors for Hotels' Competitors

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Abstract : Hotel competitiveness research is an essential phase of the marketing strategy for any hotel. Certainly, knowing the hotels' competitors helps the hotelier to grasp its position in the market and the citizen to make the right choice in picking a hotel. Thus, competitiveness is an important indicator that can be influenced by various factors. In fact, the issue of competitiveness, this ability to cope with competition, remains a difficult and complex concept to define and to exploit. Therefore, the purpose of this article is to make an exploratory study to calculate a competitiveness indicator for hotels. Further on, this paper makes it possible to determine the criteria of direct or indirect effect on the image and the perception of a hotel. The actual research is used to look into the right model for hotel 'competitiveness. For this reason, we exploit different theoretical contributions in the field of machine learning. Thus, we use some statistical techniques such as the Principal Component Analysis (PCA) to reduce the dimensions, as well as other techniques of statistical modeling. This paper presents a survey covering of the techniques and methods in hotel competitiveness research. Furthermore, this study allows us to deduct the significant variables that influence the determination of hotel's competitors. Lastly, the discussed experiences in this article found that the hotel competitors are influenced by several factors with different rates.

Keywords : competitiveness, e-reputation, hotels' competitors, online hotel' review, principal component analysis, statistical modeling

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