



Tutorial



Reading



in *EBSCOhost*



Searching: eBook Collection (EBSCOhost) | [Choose Databases](#)

Enter any words to find books, journals and more

Search

[Basic Search](#) [Advanced Search](#) [Search History](#)

eBook Collection

Browse By Category

- Children's & Young Adult Fiction
- Children's & Young Adult Nonfiction
- Arts & Architecture
- Biographies & Memoirs
- Body, Mind & Spirit
- Business & Economics

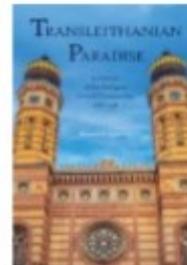
Highlights [View All](#)



ISE Ebook Online Access f...
by [Richard Brealey...](#)



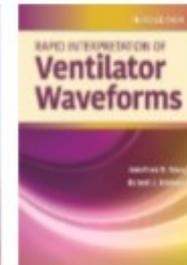
Fly Fishing Houston & Sou...
by [Robert H. McConnell](#)



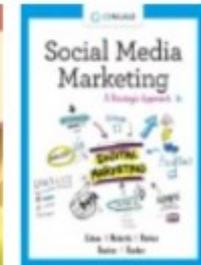
Transleithanian Paradise ...
by [Howard N. Lupovitch](#)



Essays to My Daughter on ...
by [Steven Simpson](#)



Rapid Interpretation of V...
by [Jonathan Waugh...](#)



Social Media Marketing
by [Debra Zahay...](#)

Welcome to EBSCO's reading eBooks tutorial. In this tutorial, we will look how to read EBSCO eBooks in the online Viewer.

7. Business Management: An Introduction



By: LRJ Van Rensburg. [Place of publication not identified] : Van Schaik Publishers. 2008. eBook.

There are a number of issues that need to be taken into account when establishing a new **business** that, if ignored, can result in failure of the **business**. **Business management: an introduction** expl...

Subjects: BUSINESS & ECONOMICS / Management; Industrial management

eBook

PDF Full Text Full Download

Table of Contents Most Relevant Pages From This eBook

8. Economic and Business Management



By: Xiaoxia Huang; Feng Zhang. [N.p.] : CRC Press. 2022. eBook.

With the rapid development and drastic change of the world economy, 'Digital Finance', 'Internet Finance', 'Science and Technology Finance' have become new hotspots, which also represent the future t...

Subjects: BUSINESS & ECONOMICS / General; BUSINESS & ECONOMICS / Management; BUSINESS & ECONOMICS / Economics / General

eBook

PDF Full Text EPUB Full Text Full Download

Table of Contents Most Relevant Pages From This eBook

9. Small Business Management



By: Justin G. Longenecker; J. William Petty; Leslie E. Palich; Frank Hoy. [N.p.] : Cengage Learning. 2022. eBook.

Discover the keys to small **business** success with Longenecker/Petty/Palich/Hoy's **SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 20E**. This best-selling book provides pra...

Subjects: BUSINESS & ECONOMICS / Management

eBook

PDF Full Text Full Download

Table of Contents Most Relevant Pages From This eBook

From the Result List, you have several options. Depending on availability, you can read the eBook full text in PDF or EPUB format. Or, download the eBook to read offline at a later time, view the Table of Contents for a selected eBook, or view the pages of an eBook most relevant to your search terms.

◀ Result List New Search Sign In Folder Help Exit

Add to folder Save Pages E-mail Pages Print Pages Cite Dictionary Export Permalink Google Drive Full Download

Contents Search within My Notes

Economic and Business Management

Author: Xiaoxia Huang, Feng Zhang
Date: 2022
[Detailed Record](#)
Publisher Permissions: Print/E-mail/Save 60 Pages Unlimited Copy/Paste Unrestricted Download
eBook Availability: 2 of 3 copies available



ECONOMIC AND BUSINESS MANAGEMENT

Edited by
Xiaoxia Huang and Feng Zhang



CRC Press
Taylor & Francis Group

- ▼ Cover
- Cover**
- Title Page
- Copyright Page
- Table of contents
- Preface
- Technical Program Committee
 - A content analysis of online reviews to identify hotel attributes across different platforms
 - ▶ Research on the brand building strategy of small- and medium-sized enterprises in the Digital Economy Era
 - ▶ Stock forecast model based on random forest
 - ▶ β -Convergence analysis in the European Union
 - ▶ Research on the influence of R&D on firm performance from the perspective of executive equity incentive

When you click a PDF or EPUB **Full Text** link on the Result List, the book opens in the eBook Viewer. At the top of the left-hand column, there are several tools available to you. The Table of Contents for your eBook is accessible under **Contents**.

◀ Result List New Search Sign In Folder Help Exit

Add to folder Save Pages E-mail Pages Print Pages Cite Dictionary Export Permalink Google Drive Full Download

Contents Search within My Notes

Economic and Business Management

 Author: Xiaoxia Huang, Feng Zhang
Date: 2022
[Detailed Record](#)
Publisher Permissions: Print/E-mail/Save 60 Pages
Unlimited Copy/Paste
Unrestricted Download
eBook Availability: 2 of 3 copies available

▼ Cover 

Cover 

Title Page 

Copyright Page 

Table of contents 

Preface 

Technical Program Committee 

- A content analysis of online reviews to identify hotel attributes across different platforms 
- ▶ Research on the brand building strategy of small- and medium-sized enterprises in the Digital Economy Era 
- ▶ Stock forecast model based on random forest 
- ▶ β -Convergence analysis in the 



ECONOMIC AND BUSINESS MANAGEMENT

Edited by
Xiaoxia Huang and Feng Zhang



The **Publisher Permissions** indicator displays the number of pages that can be printed or saved, whether copy/paste functionality is allowed, and whether the eBook can be downloaded to read offline. When printing and saving is allowed, the number of available pages is updated as you print or save eBook pages to your computer.

The **eBook Availability** indicator displays the number of copies currently available from your institution.

Contents Search within My Notes

Economic and Business Management



Author: Xiaoxia Huang, Feng Zhang

Date: 2022

[Detailed Record](#)

Publisher Permissions:
Print/E-mail/Save 60 Pages
Unlimited Copy/Paste
Unrestricted Download

eBook Availability:
2 of 3 copies available

▼ Cover

Cover

Title Page

Copyright Page

Table of contents

Preface

Technical Program Committee

A content analysis of online reviews to identify hotel attributes across different platforms

▶ Research on the brand building strategy of small- and medium-sized enterprises in the Digital Economy Era

▶ Stock forecast model based on random forest

▶ β -Convergence analysis in the European Union

▶ Research on the influence of R&D on firm performance from the perspective of executive equity incentive



ECONOMIC AND BUSINESS MANAGEMENT

Edited by
Xiaoxia Huang and Feng Zhang



Click the **Download icon** to download a chapter of the eBook title you are viewing.

Search This eBook



ECONOMIC AND BUSINESS MANAGEMENT

Edited by
Xiaoxia Huang and Feng Zhang



Click **Search Within** to search for specific terms within the full text of the eBook.

« Result List New Search

Sign In Folder Help Exit

Add to folder Save Pages E-mail Pages Print Pages Cite Dictionary Export Permalink Google Drive Full Download

Contents Search within My Notes

sustainability

Clear results

Keyword Matches (13 found)

Sort by: Relevancy Chapter

View Page
Articles of **sustainability** include climate change, environmental **sustainability** under COVID-19, and

View Page
in the Context of **Sustainability** for Established Manufacturers. **Sustainability**, 11(2), 384.

View Page
from No. 2 in Table 1) discussed tourism **sustainability** under COVID-19. Also, most articles under

View Page
to Internet finance, the platforms' growth, **sustainability**, economic benefits, and social benefits

View Page
and its Socio-Economic Consequences 2019

According to the topics and contents of these most cited 30 articles, they can be classified as two research hotspots. Hotspot A (articles cited from No. 1 in Table 1) discussed the strategic development of tourism issues and risk perception under COVID-19. These authors argue that tourism under COVID-19 has been transformed, thus tourists' risk perception improves to a greater level. Most articles under this hotspot are conceptual articles. Hotspot B (articles cited from No. 2 in Table 1) discussed tourism **sustainability** under COVID-19. Also, most articles under this category are conceptual articles.

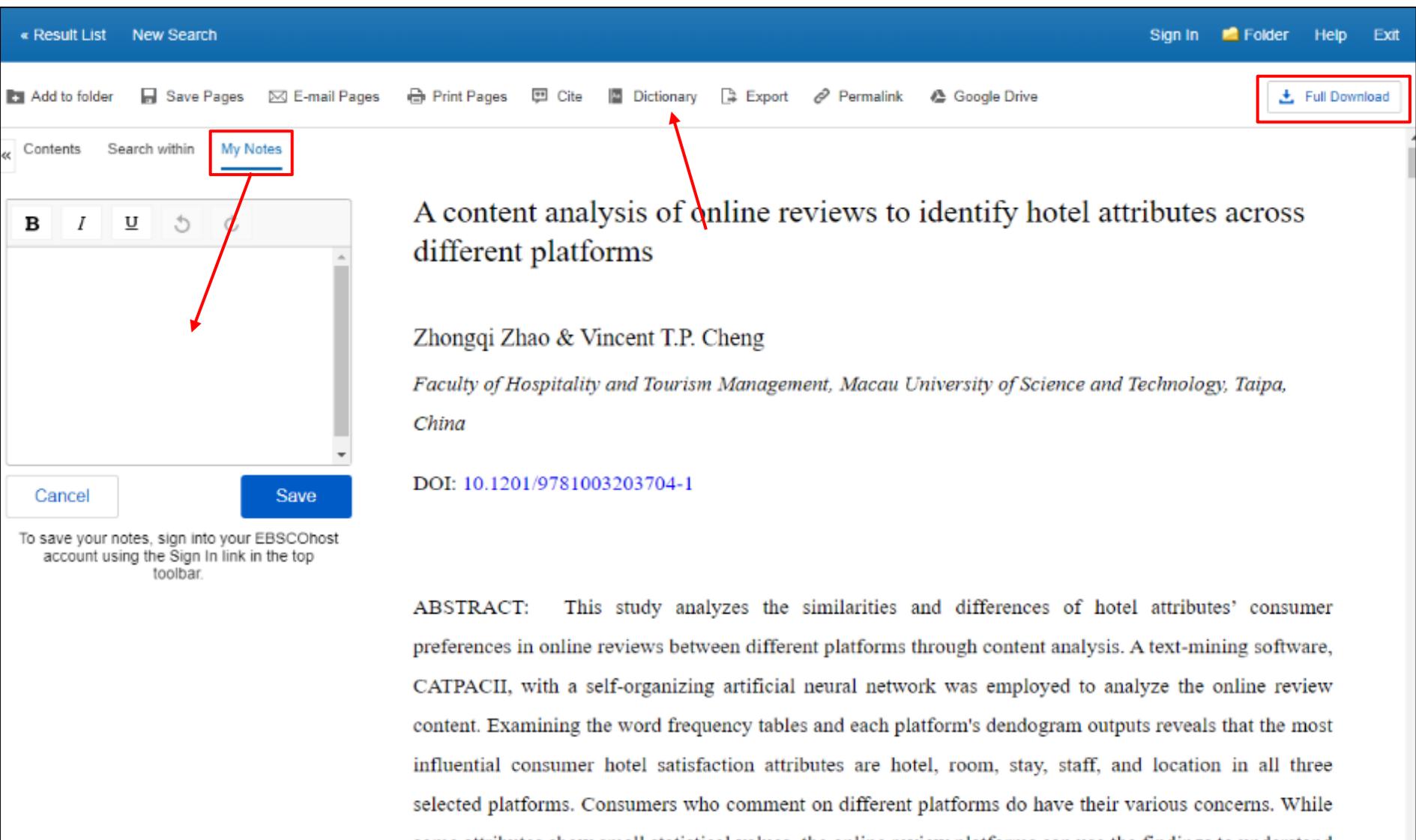
Although research hotspots are found by the HistCite network, there is a need to identify more specific themes, so that scholars can understand the core knowledge and direction for future research.

3.4 *Research themes*

The results of hotspot help us to identify eight research themes: (1) marketing promotion under crisis, (2) human rights, (3) hospitality workforce, (4) travel and lifestyle change, (5) e-tourism, (6) **sustainability**, (7) travel risk and perception, and (8) tourism education. Marketing management articles discussed hotels and tourism marketing management practices under COVID-19. For example, [Jiang and Wen \(2020\)](#) discussed artificial intelligence, hygiene, cleanness, and health care are main practices during COVID-19. Human rights include articles of the right to participate in activities during COVID-19. For example, [Baum and Hai \(2020\)](#) revealed that the rights to participate in hospitality and tourism have been challenged, especially in parts of Asia, Europe, and North America. Hospitality workforce includes employees' intention and attitude

Enter your keywords in the search box and click the **Magnifying Glass** icon. Your Keyword Matches are displayed below the search box.

Click on a hyperlinked Keyword Match in the column on the left to go directly to the page on which your keyword appears. Each instance of your keyword matches is highlighted on the pages of the eBook.



When viewing a PDF format eBook, click **My Notes** to create a note about the text that can be saved to your personal MyEBSCO folder.

Look up words in the dictionary by clicking **Dictionary** in the Tools menu above the eBook text.

Click the **Full Download** button to download the eBook to your computer.

Print Pages to PDF

Page Limit ?
Number of pages available: **60**

Include in PDF

- Current page
- Current page and the next pages
- This section: 2 pages

Print PDF Cancel

Economic and Business Management

 Author: Xiaoxia Huang, Feng Zhang
Date: 2022
[Detailed Record](#)
Publisher Permissions:
Print/E-mail/Save 60 Pages
Unlimited Copy/Paste
Unrestricted Download
eBook Availability:
2 of 3 copies available

- ▼ Cover 
- Cover 
- Title Page 
- Copyright Page 
- Table of contents 

A content analysis of online reviews to identify hotel attributes across different platforms

Zhongqi Zhao & Vincent T.P. Cheng

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Taipa, China

DOI: [10.1201/9781003203704-1](https://doi.org/10.1201/9781003203704-1)

Click **Print Pages** to print pages from an EBSCO eBook. Make your selections and click **Print PDF**. Your browser's printing function opens enabling you to send the pages to your printer. Depending on publisher-specified limits, up to 100 pages of an EBSCO eBook can be printed as a PDF file (per user) from within the eBook viewer.

Economic and Business Management



Author: Xiaoxia Huang, Feng Zhang

Date: 2022

[Detailed Record](#)

Publisher Permissions:
Print/E-mail/Save 60 Pages
Unlimited Copy/Paste
Unrestricted Download

eBook Availability:
2 of 3 copies available

- ▼ Cover [↓](#)
- Cover [↓](#)
- Title Page [↓](#)
- Copyright Page [↓](#)
- Table of contents [↓](#)
- Preface [↓](#)
- Technical Program Committee [↓](#)
- A content analysis of online reviews to identify hotel attributes across different platforms [↓](#)
- ▼ 1 INTRODUCTION [↓](#)
- 2 THEORETICAL BACKGROUNDS** [↓](#)
- 3 RESEARCH METHODOLOGY [↓](#)
- 4 DATA ANALYSIS [↓](#)
- 5 FINDINGS [↓](#)
- 6 CONCLUSIONS [↓](#)
- REFERENCES [↓](#)
- Research on the brand building strategy of small and medium-sized enterprises in the Digital Economy Era [↓](#)
- Stock forecast model based on [↓](#)

Economic and Business Management – Huang & Zhang (Eds)
© 2022 Copyright the Author(s), ISBN: 978-1-032-06754-4

A content analysis of online reviews to identify hotel attributes across different platforms

Zhongqi Zhao & Vincent T.P. Cheng

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Taipa, China

ABSTRACT: This study analyzes the similarities and differences of hotel attributes' consumer preferences in online reviews between different platforms through content analysis. A text-mining software, CATPACII, with a self-organizing artificial neural network was employed to analyze the online review content. Examining the word frequency tables and each platform's dendrogram outputs reveals that the most influential consumer hotel satisfaction attributes are hotel, room, stay, staff, and location in all three selected platforms. Consumers who comment on different platforms do have their various concerns. While some attributes show small statistical values, the online review platforms can use the findings to understand the diversity of consumer preferences and each platform's characteristics.

1 INTRODUCTION

Online reviews nowadays become an essential reference material for consumers (Lee & Youn, 2009) to decide whether to purchase the goods and services. Online reviews often serve as an evaluation index, while the service and experience can be figured in feedback and turn into the reference of travel products selection. Sparks and Browning (2011) confirmed that

aims to compare and analyze the similarities and differences of consumer preferences of hotel attributes in online reviews between different platforms through content analysis. The online reviews of three tourism-related review platforms are analyzed, using content analysis to understand the differences expressed by other platforms' consumers in online reviews, as well as the comparison of platforms. In particular, through online reviews generated by the customer, it

Using the tools at the bottom of the Viewer, you can adjust how the eBook displays, such as zooming in and out of the page. You can also go directly to a specific page using the left and right arrows, or by entering a page number and pressing the enter key.

Economic and Business Management



Author: Xiaoxia Huang, Feng Zhang

Date: 2022

[Detailed Record](#)

Publisher Permissions:
Print/E-mail/Save 60 Pages
Unlimited Copy/Paste
Unrestricted Download
eBook Availability:
2 of 3 copies available

- ▼ Cover
- Cover
- Title Page
- Copyright Page
- Table of contents
- Preface
- Technical Program Committee
 - A content analysis of online reviews to identify hotel attributes across different platforms
 - Research on the brand building strategy of small- and medium-sized enterprises in the Digital Economy Era
 - Stock forecast model based on random forest
 - β -Convergence analysis in the European Union
 - Research on the influence of R&D on firm performance from the perspective of executive equity incentive
 - Analyst attention and earning management
 - Labor market analysis within the Slovak healthcare sector

A content analysis of online reviews to identify hotel attributes across different platforms

Zhongqi Zhao & Vincent T.P. Cheng

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Taipa, China

DOI: [10.1201/9781003203704-1](https://doi.org/10.1201/9781003203704-1)

ABSTRACT: This study analyzes the similarities and differences of hotel attributes' consumer preferences in online reviews between different platforms through content analysis. A text-mining software, CATPACII, with a self-organizing artificial neural network was employed to analyze the online review content. Examining the word frequency tables and each platform's dendrogram outputs reveals that the most influential consumer hotel satisfaction attributes are hotel, room, stay, staff, and location in all three selected platforms. Consumers who comment on different platforms do have their various concerns. While some attributes show small statistical values, the online review platforms can use the findings to understand the diversity of consumer preferences and each platform's characteristics.

1 INTRODUCTION



When reading an EPUB format eBook, the tools at the bottom of the Viewer, allow you to fit the page to the viewport and zoom in and out of the page. You can also go directly to the beginning of a chapter or section using the left and right arrows.

The image shows a screenshot of the EBSCOhost website with a 'Help' window open. The main website header includes 'New Search', 'Dictionary', 'eBooks', 'Sign In', 'Folder', 'Preferences', 'Languages', and 'Help' (circled in red), and 'Exit'. The 'Help' window is titled 'EBSCO Help - Google Chrome' and shows the URL 'support.ebsco.com/help/index.php?help_id=5540'. The window content includes the EBSCOhost logo, a search bar, and a list of links under 'eBooks User Guide' and 'Recommended Browser Settings'. The main website content shows search results for 'Results from Video Providers (3 of 1585)' with a 'View all results' link.

New Search Dictionary eBooks Sign In Folder Preferences Languages **Help** Exit

EP SALES

EBSCOhost

Print Close

Enter keyword
All words Search

eBooks User Guide

- [Recommended Browser Settings](#)
- [Searching for eBooks](#)
- [eBook Detailed Record](#)
- [eBook Viewer](#)
- [Downloading an eBook](#)
- [Downloading a DRM-Free eBook](#)
- [Downloading an eBook on a Mobile Device](#)
- [eBooks and the MyEBSCO Folder](#)
- [Creating a Note on eBooks](#)
- [Saving eBook Pages for Printing or Emailing](#)
- [Citing eBook Passages](#)

Recommended Browser Settings

The following notes include recommended settings for reading EBSCO eBooks on your computer.

- The browser and system requirements for reading EBSCO eBooks are as follows:
 - * Internet Explorer - 11.0 or later
 - * Safari - 11.0 or later
 - * Google Chrome - Latest version plus one previous version
 - * iOS - 11.0 or later
 - * Other - JavaScript, Cookies Enabled, DOM Storage
- For general browser requirements for the EBSCOhost interface, click [here](#).
- Internet Explorer versions 8.0 and older are not compatible with eBooks in EPUB format. To view an EPUB format eBook, we recommended these browsers: Mozilla Firefox, Google Chrome or Internet Explorer 11 or later.

Relevance Page Options Share

ny (Pty) Ltd. 2021. eBook.

agement and include examples that are relevant and

Results from Video Providers (3 of 1585) [View all results](#)

At any time, click the **Help** link to view the complete online Help system.



EBSCO
eBooks

For more information, visit EBSCO Connect
<https://connect.ebsco.com>