Analysis of the Use of Social Media Components on Serbian Hotels' Websites

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Abstract

The research presented in this paper aims to determine to what extent hotels in Serbia use social media components on their websites. A total of 378 hotel websites in the Republic of Serbia were analysed. For each analysed hotel, the following attributes were observed: region, category, type, and size of the establishment, while the presence of valid links to social networks, the presence of a blog, Google Map, or a link to it, and the number of versions of the site in a foreign language were analysed on their websites. Descriptive statistics and the chi-square test were applied in data processing. The research has shown that hotels in Serbia insufficiently use social media components on their websites. These findings can be useful for hotels as they may indicate ways to improve their websites.

Introduction

The Information Age is characterized by the massive use of the Internet. The number of Internet users in the world has reached 5.44 billion, which accounts for 67.1% of the global population (Statista, 2024b). Initially, in the Web 1.0 stage, the Web was "read-only," meaning companies created content that users could only read (Minazzi, 2015). In the next stage, known as Web 2.0, that static mode was shifted to active (op. cit.), and passive users were turned into active ones (Moro & Rita, 2018). Users can now share their experiences and read about the experiences of other people, while the emphasis is placed on their interactivity. Web 2.0 has also changed the way hotels create value for their customers, offering them online reservations and service purchases through social media (Chatzigeorgiou & Christou, 2020; Pateli et al., 2020).

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According to Statista (2024b), as of April 2024, 5.07 billion people were using social media. Social media are internet-based applications that are founded on Web 2.0 and enable users to create and share various content (Kotler et al., 2019). Social media are now an essential part of people's everyday routines (Durão et al., 2023; Garg & Kumar, 2021). Kotler et. al. (2019) highlight that there are three main social media platforms: online communities and forums, blogs, and social platforms (i.e. social networks). Social networks are online communities where people exchange information, share their opinions, and socialize (Kotler et al., 2020). On a social network, anyone can create a profile with their personal information, create content, and share it with friends and co-workers (Minazzi, 2015). Of course, companies and organizations, including hotels, can also create their own accounts/pages/channels and use them to promote products and services, as well as to develop closer customer relationships (Kotler et. al., 2020).

Companies today understand that social media influence consumer perception, enhance brand value, and affect purchase decisions (Varghese & Agrawal, 2021). In addition, social media are also one of the most widespread advertising tools (Alves et al., 2016; Bhatt & Dani, 2022). Interactive nature of social media platforms facilitates communication with consumers, contributing to their greater satisfaction (Arevin et al., 2024), but there are differences among various applications (Ceyhan, 2019). It should also be noted that in today's digital age, search engines and social media are the primary sources of information (Kotler et al., 2021), so it is extremely important for hotels to use social media.

Although there is an abundance of different explanations and attempts to define what a blog is, many agree that it can be viewed as a website or a web page that contains entries shown in reverse chronological order (Garden, 2012). Companies can use blogs, as well as social networks, to achieve greater consumer engagement, but to also shape their opinions (Kotler et al., 2024). In this paper, the authors have investigated the extent to which blogs and links to profiles on social networks are present on the websites of Serbian hotels.

The authors also considered that a large number of people use Google Maps for navigation, so it would be useful to have this link present on the hotels' websites. Google Maps is the most popular digital map in the world (Mukherjee & Zalani, 2024). According to Statista (2024a), almost 130 million of aggregated downloads were recorded on iOS and Google Play in 2023.

Finally, although it is not directly related to the use of social media, if a website exists exclusively in Serbian version, it cannot be of use to potential and current international guests. Therefore, the authors have also investigated whether there are versions of the sites in foreign languages.

Literature Review

Many authors have studied hotel websites in their papers. One group of studies focuses on examining the level of e-commerce development using the adapted eMICA model (extended Model of Internet Commerce Adoption), some of which will be explained later in the paper. The MICA model, originally proposed by Burgess & Cooper (1999), was later upgraded to the eMICA model (Doolin et al., 2002), which allows measuring of the level of internet commerce adoption by identifying three stages with several layers: stages of promotion, provision, and processing. Using an adapted eMICA model, Ting et al. (2013) analysed the websites of 100 independent hotels from four continents, but they also identified a large number of website features, which they grouped into several dimensions. They allocated certain features to more than one dimension, and analysed the following seven dimensions: Interactivity, Navigation, Functionality, Marketing, Service, Innovation, and Online Processing. Some of the features observed (within the Online Processing dimension) were also Web 2.0 tools and multilanguage support.

Assiri & Shamsudeen (2019) analysed the websites of 42 premium and luxury five-star hotels in Saudi Arabia, also relying on the eMICA model and tools proposed by Ting et. al. (2013). The authors further defined a website characterization framework, which includes nine dimensions: Website Management, Website Navigation, Website Functionality, Social Networks, Product Information, Surroundings Information, Customer Relationship Management, Reservation Functionality, and Payment Method. Padilla-Piernas et al. (2023) also analysed the characteristics and functionalities of hotel websites in the region of Murcia (Spain) based on an adapted eMICA model, to which they added additional variables in its different stages, as well as other *ad hoc* parameters proposed by experts. Cristobal-Fransi et al. (2023) used the eMICA methodology in their analysis of the websites of 106 spas in Spain, while Ağ and Koruyan (2023) used it for the evaluation of Turkish hotel websites.

Spremić & Strugar (2008) have designed their own

framework for the evaluation of hotel websites, in which they observed several attributes categorized into several dimensions: Contact Information, Facility Information, Reservation Information, Surroundings Information, and Website Management. They applied their framework to evaluate the websites of Croatian high-class hotels. Gençer & Ceylan (2022) observed as many as 70 variables grouped into ten categories: sales promotion tools, communication tools, offering different language options, public relations tools, direct selling and marketing tools, social media tools, online promotion tools, information about the services provided, additional service information, and mobile services. They used this framework to analyse accommodation firms in Kütahya province in Turkey. In their analysis of the websites of five-star hotel chains in Egypt, Salem and Čavlek (2016) utilized a conceptual framework that considered several dimensions: Facilities Information, Surrounding Area Information, Customer Contact and Communication, Reservation/Price Information, Company Information, and Management of the Website.

Gritta (2023) focused on the analysis of the use of Web 2.0 components by small Italian hotels. Several types of websites were analysed: simple showcase site, showcase site with booking through OTA, and showcase site with booking through an e-shop. Next, the types of contact options on the website were analysed: whether the site has only an email address or a telephone number, or if the site has a link to a social network, or if the site has a chat option for online communication.

A few additional studies have focused on examining the importance of the use of social media and Web 2.0 by hotels. Thus, Haro de Rosario et al. (2013) analyzed the visibility of the 50 largest hotel chains in two phases. First, they performed a descriptive study of how the selected hotel chains use Web 2.0 tools and social media, and then they examined what factors impact development of these technologies in the hotel sector and how. On the other hand, Kalinić and Vujačić (2018) focused on exploring the characteristics of Facebook pages of Serbian hotels by analysing various social media metrics.

Although all the studies, which have been considered in the literature review, analysed hotel websites from various aspects, many did not emphasize the use of social media components, which, given their importance, the authors wanted to address in this study. In addition, there is no comprehensive study that examines to what extent hotels in Serbia use social media components on their websites, particularly noting the differences between hotels of various sizes and within different regions of the Republic of Serbia.

Materials and Methods

The research presented in this paper was conducted in March and April 2024. First, a list of categorized accommodation establishments in the Republic of Serbia as of January 2024 was downloaded from the website of the Ministry of Tourism and Youth (2024). Next, from this list of 435 establishments, those that do not fall under the hotels category according to the categorization regulations were removed (Službeni glasnik RS, 2012; 2016). More precisely, only the establishments of the following types were observed: hotel, aparthotel, and Garni hotel – 422 establishments in total. For each analysed hotel, the following data were recorded: region, category, type of establishment, and size.

Subsequently, by using Google search, it was investigated whether all these hotels had a functional website. The websites that could not be loaded, or were under construction, were not considered. Only functional websites were taken into account, and 378 hotels had such a website. Next, a content analysis of these websites was conducted to study the adoption of social media components. Special attention was paid to links to social networks. The authors clicked on all links and, unfortunately, found that some of them could not be regarded as valid: some lead to a page on the hotel's website instead of a social network profile, some to pages/profiles that do not exist, some to the social network itself (but not to a page/channel/account), and some to pages/profiles that were not pages/profiles of the hotel or hotel chain. There were also cases where social media buttons were present on the site, but they were not clickable, i.e. hyperlinked. In such cases, the corresponding attribute was assigned a value of 0, meaning that a valid link to the social network did not exist. In the case of the YouTube social network, the authors considered not only the social media button, but also the embedded videos on hotels' websites. Thus, a value of 1 was assigned only if the links to the hotel or the hotel's chain pages/profiles/channels were present, and the following social networks were considered: Facebook, Instagram, LinkedIn, X (formerly Twitter), Tripadvisor, TikTok, Pinterest, and Foursquare. Finally, the total number of valid links to social networks was also calculated for each site. During the analysis, it was noted that some hotels' websites still had an icon for Google+, even though this social network has not been in use since April 2019.

The next observed attribute was the presence/absence of a blog on the website, so the attribute was assigned a value of 1 or 0, respectively. As in the case of social networks, if the link did not lead to the hotel's or hotel chain's blog, this attribute was assigned a value of 0. There were also cases where the hotel's website menu had a blog/news section or similar, but it did not contain a single blog entry, so in this case, the corresponding attribute value was also coded as 0.

Given that the majority of tourists use Google Maps for navigation, it was analysed whether there were hyperlinks to it. If the hotel's address (or the icon in front of it) was linked to Google Maps, or if the map was embedded in the website, the attribute was assigned a value of 1 (except in the cases where the hyperlink did not work, then the value assigned was 0). In other cases, even if the website had an image file displaying a map, or if another map service was used (such as OpenStreetMap, etc.), the attribute value was 0. In a few cases when Google Maps did not display on the site at all, but rather an error message occurred, the attribute was also assigned a value of 0. The attribute value was also coded as 0 in the cases where a blank frame or empty space was shown on the page instead of the map. In one case, there was a QR code on the website leading to Google Maps, so the attribute value was coded as 1.

Since foreign tourists generally do not speak Serbian, the authors found it interesting to explore whether there were multiple language versions of hotel websites. Therefore, a special attribute was introduced – the number of foreign languages in which a version of the site existed – to investigate whether versions of the site actually existed in all the offered foreign languages, and it turned out that some available options did not work (i.e., clicking on some of them did not change the language in which the site content was displayed). Only those language versions that actually existed were taken into account. In cases where there was a brochure in a foreign language, but not a version of the website in that language, it was not taken into account (only individual versions of the website in foreign languages were counted). In one case, the site offered a translation through Google Translate, but this was not counted either.

Finally, it is important to mention that mostly the Serbian versions of the websites were analysed. Only in cases where there was no Serbian version available, the English version of the website was analysed.

Results and Discussion

Nowadays, it is very important that the design and content of a hotel's website align with the demands and expectations of consumers. In addition to traditional means of communication, such as email and phone, it is necessary to enable interactivity by introducing additional available content and functions on websites. In the digitalization era, potential users of hospitality services have online sources available to inform themselves about the quality of the hotel product. In this respect, the use of social media is important, as it allows hotel service users to share their experiences.

The study analyzed hotels across various regions, categories, types, and sizes. The distribution of hotels based on the observed attributes is presented in Table 1.

Table 1
Distribution of hotels by region, category, type of establishment, and size

	Number of hotels	%
Region		
Belgrade	109	28.84
Vojvodina	75	19.84
Southern and Eastern Serbia	69	18.25
Šumadija and Western Serbia	125	33.07
Hotel Category		
1-star	9	2.38
2-star	52	13.76
3-star	129	34.13
4-star	172	45.50
5-star	16	4.23
Hotel Type		
Hotel	252	66.67
Aparthotel	4	1.06
Garni hotel	122	32.28
Hotel Size		
Small	138	36.51
Average	187	49.47
Above average	50	13.23
Large	3	0.79

Source: Authors' calculations

It is evident that four regions consisting of multiple administrative districts were analysed. Table 1 presents these regions, as well as the number and percentage representation of hotels by region. Concerning the Belgrade Region, which consists of the city of Belgrade, 28.84% of hotels are located there. Within the Vojvodina

Region, hotels are located in the following administrative districts: 0.79% of hotels are located in the West Bačka, 1.85% in the South Banat, 8.20% in the South Bačka, 1.32% in the North Banat, 3.44% in the North Bačka, 0.79% in the Central Banat, and 3.44% in the Srem District. The Southern and Eastern Serbia Region consists of nine administrative districts, and hotels are located in the following administrative districts: 1.59% in the Bor District, 1.32% in the Braničevo District, 3.17% in the Zaječar District, 1.59% in the Jablanica District, 6.35% in the Nišava District, 1.59% in the Pirot District, 0.79% in the Podunavlje District, 0.53% in the Pčinja District, and 1.32% in the Toplica District. In the Šumadija and Western Serbia Region, 8.47% of hotels are located in the Raška District, 8.20% in the Zlatibor District, 4.50% in the Šumadija District, 3.17% in the Mačva District, 2.91% in the Moravica District, 2.38% in the Rasina District, 1.85% in the Kolubara District, and 1.59% in the Pomoravlje District.

In the research, hotels, aparthotels, and Garni hotels were analysed, and each of them had a specific categorization, from one to five stars. Table 1 shows the number and percentage of hotels by type of establishment and category.

Since there is no universal classification of hotels by size in the literature, the authors have decided to use Dukas' classification in this paper (Kosar, 2018). According to this classification, hotels are divided into four categories: small (with a capacity of up to 25 rooms), average (with a capacity of 26 to 99 rooms), above average (with a capacity of 100 to 299 rooms), and large (with a capacity of 300 or more rooms). Table 1 shows the distribution of the hotels analysed in this research by size.

As part of the research, the website of each hotel was analysed along with the presence of valid links to social networks: Facebook, Instagram, LinkedIn, YouTube, X (formerly Twitter), Tripadvisor, TikTok, Pinterest, Foursquare. Furthermore, the presence of a blog, Google Maps (or a link to it), and the number of foreign languages for which a version of the site existed were also analysed.

For each hotel, the total number of valid links to social networks was recorded. The number of hotels with a notable number of links to social networks is shown in Figure 1. It was observed that, out of the nine monitored social networks, the total number of links to social networks does not exceed six on any of the analysed websites.

Hotels with links to six out of the possible nine monitored social networks present on their websites make up only 1.32% of the sample, and all of them are four-star hotels. Interestingly, as many as 25.13% of the websites of the analysed hotels do not have a single link to social networks. It was observed that 13.76% of hotels have only one social network link on their website, 28.57% have two, 20.37% have three, 7.14% have four, and 3.70% have five links to social networks. On average, there are about two links to social networks present on the observed websites, which is a fairly modest result for modern times.

Figure 1
*The number of hotels with a notable number of links to social networks*
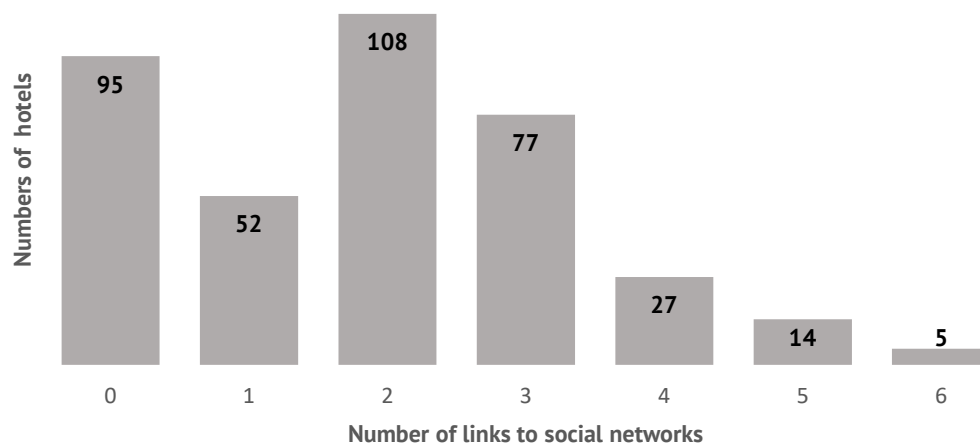
Source: Authors

The number of hotels with links to particular social media networks is presented in Figure 2. Facebook is the most frequently used social network, with a link to this network present on 65.61% of the observed hotels' websites. A link to Instagram is present on 58.73% of the websites, to LinkedIn on 9.26%, to YouTube on 21.43%, to X on 12.70%, to Tripadvisor on 16.14%, to TikTok on 0.53%, to Pinterest on 2.38%, and to Foursquare on 0.26%.

Figure 2

The number of hotels with links to particular social media networks
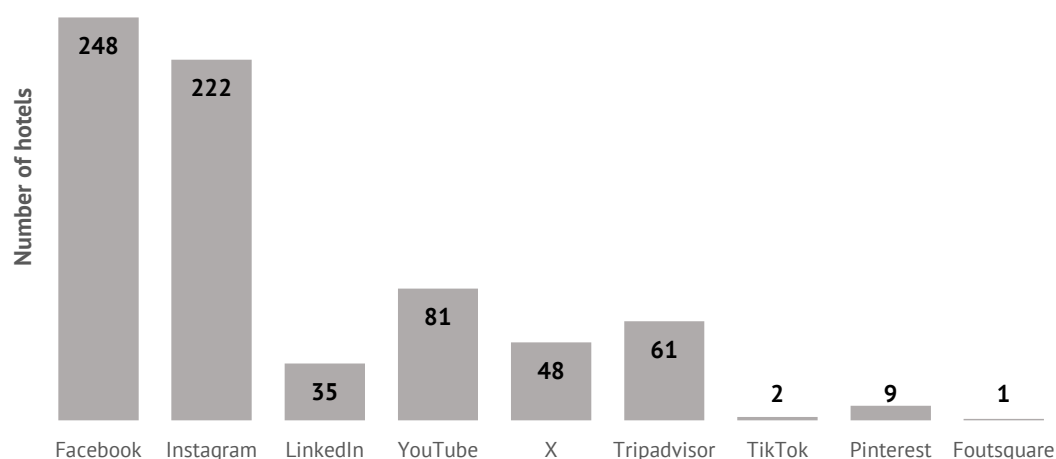
Source: Authors

The usage of various social media platforms varies across age groups. Generation Z tends to use platforms such as TikTok, Snapchat, and YouTube, while the millennial generation prefers platforms such as Facebook, X (formerly Twitter), and Instagram (Farid, 2024).

Generation X Social Media Statistics (Lindner, 2021) show that the social media platform they use the most is Facebook, since 74% of the demographic use this platform. They also use LinkedIn for professional networking. Facebook is also popular with Baby Boomers (Carrillo-Durán et al., 2022; Sheldon et al., 2021). Since the majority of analysed websites have a link to Facebook, it can be concluded that they are more tailored to middle-aged and older guests rather than younger generations. TikTok is quite popular and widely accepted among the youth, and nevertheless there are almost no links to this social network on the analysed hotel websites. Generation Z was estimated to control around $143 billion in global spending in 2023, which constituted roughly 40% of the total consumer base; and they're not just consumers, they are also influencers (Johnston, 2023). This is why the hospitality industry must evolve and adjust for the new generation of travellers.

By observing the total number of links to social networks on the hotel websites sorted by region, a significant statistical difference is noted. This result is indicated by the χ^2 test of independence, shown in Table 2.

Table 2

Chi-Square Test for the number of links to social networks by region

Chi-Square Tests				Symmetric Measure		
	Value	df	Asymp. Sig. (2-sided)		Value	Asymp.Sig. (2-sided)
Pearson Chi Square	32.92	18	0.02	Cramér's V	0.17	0.02
N of Valid Cases	378					

Note: 4 cells (18%) have expected count less than 5.

Source: Authors' calculations

The largest total number of links to social networks was observed on the hotel websites in the Belgrade Region and in the Šumadija and Western Serbia Region, while the smallest number was observed in the Southern and Eastern Serbia Region. This is visible in Figure 3.

Figure 3

The number of hotels with a notable number of links to social networks by region
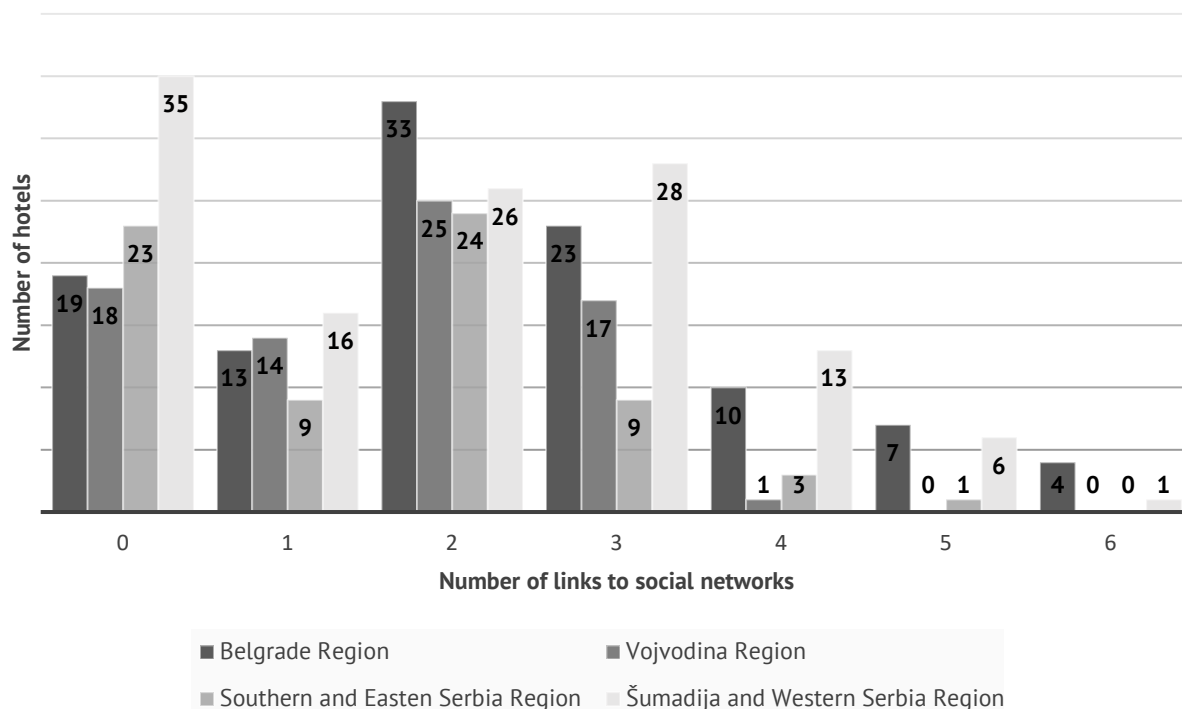
Source: Authors

By observing the hotels by category, it is noted that among five-star hotels, those with 3 or 5 links to different social networks present on their websites are the most represented, while four-star hotels most often have 2 or 3 such links, three-star hotels most often have 0 or 2 such links, two-star hotels most often have 0 or 2 such links, and finally, one-star hotels most often have 0 or 1 such link. The obtained results are completely in line with expectations, as shown in Table 3.

The analysis revealed that 42% of two-star hotels, 30% of three-star hotels, and 17% of five-star hotels have zero links to social networks on their websites.

Table 4 presents the number of hotels of each type with their corresponding count of social networks links. It is clear that the majority of hotels and Garni hotels have two links to social networks, and also that a significant portion of these establishments have no links to social networks.

Table 3

Distribution of hotels by category and number of links to social networks

Hotel Category	Number of links to social networks						
	0	1	2	3	4	5	6
1-star	4	2	2	1	0	0	0
2-star	21	10	13	7	1	0	0
3-star	39	22	41	20	5	2	0
4-star	30	17	49	43	20	8	5
5-star	1	1	3	6	1	4	0

Source: Authors' calculations

Table 4

Distribution of hotels by type and number of links to social networks

Hotel Type	Number of links to social networks						
	0	1	2	3	4	5	6
Hotel	53	34	67	56	23	14	5
Aparthotel	3	0	1	0	0	0	0
Garni hotel	39	18	40	21	4	0	0

Source: Authors' calculations

Table 5 shows the distribution of the number of links to social networks in the hotels classified into four groups by size. It is observed that in the group of small and average hotels, the highest number of hotels have links to two social networks, while in the group of above-average hotels, the highest number of hotels have links to four social networks. It is noticeable that a large number of small and average hotels have zero links to social networks, which, in this era of digitalization, is certainly not satisfactory. Considering the small share of large hotels in the sample, it is pointless to comment on them at this time. However, one hotel with over 300 rooms without a single link to social networks on its website was also found.

Table 5

Distribution of hotels by size and number of links to social networks

Size	Number of links to social networks						
	0	1	2	3	4	5	6
Small	42	20	49	23	3	1	0
Average	45	28	50	44	12	5	3
Above average	7	4	9	10	11	7	2
Large	1	0	0	0	1	1	0

Source: Authors' calculations

Table 6

Chi-Square Test for a blog by region

Chi-Square Tests				Symmetric Measure		
	Value	Df	Asymp. Sig. (2-sided)		Value	Asymp.Sig. (2-sided)
Pearson Chi Square	5.64	3	0.13	Cramér's V	0.12	0.13
N of Valid Cases	378					

Note: 0 cells (0%) have expected count less than 5.
Source: Authors' calculations

The presence of a blog on a website is important because it can also be used for attracting customers to engage on a more personal level (Kotler et al., 2024). Despite this, the research shows that only 18.52% of the hotels have a blog on their website. As shown in Table 6, Chi-square Test shows no significant difference between hotels with a blog present on their website in relation to the region.

On the other hand, there is a difference between hotels with a blog in relation to the category, type and size of the hotel, as shown in Table 7.

Therefore, a blog, as one of the possibilities provided by Web 2.0, although potentially very useful, is very rarely used in practice in the observed hotels.

The majority of hotels, specifically 82.80% of them, have a Google map, or a link to it, on their website. There is a significant statistical difference between hotels that have a Google map (or a link to it) on their website compared to the region (as shown in Table 8), with the Belgrade Region standing out in this regard compared to the observed regions.

Interestingly, there is no significant difference in the presence of Google maps or a link to it on the websites in relation either to the hotel category or to the hotel size or hotel type, illustrated in Table 9. The sample contains a small number of Garni and large hotels (as shown in Table 1), so the results obtained for these establishments cannot be considered significant.

Table 7

The share of hotels with a blog according to category, type, and size

	Blog	
	No (%)	Yes (%)
Hotel Category		
1-star	89	11
2-star	83	17
3-star	85	15
4-star	79	21
5-star	69	31
Hotel Type		
Hotel	77	23
Aparthotel	100	0
Garni hotel	89	11
Hotel Size		
Small	89	11
Average	81	19
Above average	60	40
Large	67	33

Source: Authors' calculations

Considering that both domestic and international guests visit websites, it is advisable to have versions of the website in foreign languages as well. For this reason, the number of versions of the site in foreign languages has been explored. It has been observed that the number of versions of the site in foreign languages ranges from 0 to 26. Table 10 shows the number and percentage share of hotels depending on the number of versions of the site in foreign languages.

It has been observed that only 5.56% of hotels have a website version in three foreign languages, mostly the ones in the Belgrade Region. A large percentage of hotels, specifically 55.82%, have a version of their website in only one foreign language. It is also worth noting that 21.96% of the hotels do not have a version of their website in any foreign language, with the Šumadija and Western Serbia Region leading in this regard with 34 hotels. When examining hotel categories, it has been observed, contrary to all expectations, that the majority of three-star hotels, specifically 37 of them, do not have any version of their website in a foreign language, while 109 of the four-star hotels have a version of their website in only one foreign language.

Table 8
Chi-Square Test for a Google Map by region

Chi-Square Tests				Symmetric Measure		
	Value	Df	Asymp. Sig. (2-sided)		Value	Asymp.Sig. (2-sided)
Pearson Chi Square	11.75	3	0.01	Cramér's V	0.18	0.01
N of Valid Cases	378					

Note: 0 cells (0%) have expected count less than 5.
Source: Authors' calculations

Table 9
The share of hotels with a Google Map according to category, type, and size

	Blog	
	No (%)	Yes (%)
Hotel Category		
1-star	11	89
2-star	19	81
3-star	20	80
4-star	14	86
5-star	19	81
Hotel Type		
Hotel	19	81
Aparthotel	14	86
Garni hotel	25	75
Hotel Size		
Small	14	86
Average	20	80
Above average	12	88
Large	33	67

Source: Authors' calculations

Table 10
Distribution of hotels by the number of website versions in foreign languages

Number of site versions in foreign languages	Number of hotels	%
0	83	21.96
1	211	55.82
2	41	10.85
3	21	5.56
4	6	1.59
5	4	1.06
6	2	0.53
8	1	0.26
10	1	0.26
11	1	0.26
15	3	0.79
16	1	0.26
17	1	0.26
26	2	0.53

Source: Authors' calculations

Conclusions

The fact that social media components allow hotels greater presence and visibility on the internet is irrefutable. On the other hand, the number of Internet users is increasing every year, and consumers are becoming more and more informed. The presence of hotels on the Internet is not in itself a guarantee of success, as websites must be regularly updated and supplemented with new features, to achieve the greatest possible competitive advantage in business. The role of websites is not only to attract visitors or potential customers but also to form loyal and regular clients; therefore, special attention must be paid to social networks, blogs, as well as other content that allows for

feedback from clients, such as forums, surveys, etc. The research results show that the hotels in the Republic of Serbia do not use social media components to a large extent. The authors have found that 25.13% of the hotels do not have a link to any social network on their website, and only 18.52% of the observed hotels have a blog on their website. Additionally, 21.96% of the analysed websites do not have a version of the site in any foreign language, and 55.82% have a version in only one foreign language. All of these are undesirably high percentages for today's global world. The presence of Google Maps (or a link to it) on websites is quite satisfactory, standing at 82.80%.

Although the study presented in this paper showed some very interesting results, it must be noted that it has certain limitations. First, although it was useful to observe whether there are links to social media profiles on the hotel websites, no further research was conducted on how successfully they are managed. This could be the subject of a new study, since managing social media accounts is of exceptional importance for successful digital marketing.

Further, only the presence of a blog on the hotel websites was analysed, but unfortunately not the frequency of their updates. If the blog is not regularly updated, then it is better not to have it on the site at all. For example, it is inappropriate to have announcements about events that happened a long time ago, or information about Christmas discounts in the middle of summer. This will result in visitors noticing that the hotel does not pay enough attention to maintaining its website, leading to a negative rather than a positive impression. Finally, it should be noted that the versions of the website in different languages were not compared to determine whether they would have the same values for the observed attributes.

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Pravilnik o uslovima i načinu obavljanja ugostiteljske delatnosti, načinu pružanja ugostiteljskih usluga, razvrstavanju ugostiteljskih objekata i minimalno tehničkim uslovima za uređenje i opremanje ugostiteljskih objekata (Službeni glasnik RS, No. 48/2012; 58/2016).

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Analiza uporabe komponent družabnih omrežij na spletnih straneh srbskih hotelov

Izvleček

Namen raziskave je ugotoviti, v kolikšni meri hoteli v Srbiji na svojih spletnih straneh uporabljajo komponente družabnih omrežij. Analiziranih je bilo 378 spletnih strani hotelov v Republiki Srbiji. Pri vsakem analiziranem hotelu so bili opazovani naslednji atributi: regija, kategorija, vrsta in velikost ustanove, na njihovih spletnih straneh pa so bile analizirane prisotnost veljavnih povezav do družabnih omrežij, prisotnost bloga, Googlovega zemljevida ali povezave do njega ter število različic spletnega mesta v tujem jeziku. Pri obdelavi podatkov sta bila uporabljena opisna statistika in test hi-kvadrat. Raziskava je pokazala, da hoteli v Srbiji na svojih spletnih straneh premalo uporabljajo komponente družabnih omrežij. Te ugotovitve so lahko koristne za hotele, saj lahko nakazujejo načine za izboljšanje njihovih spletišč.

Ključne besede: spletna stran hotela, analiza spletne strani, družabna omrežja, hoteli, Srbija