APPENDIX A
WELSH HOTELIERS SEMI-STRUCTURED INTERVIEW SCHEDULE
Semi-structured Interview Schedule

Interview Date:
Interviewee Code:

Section 1 demographic and personal information
1.1 Name:
1.2 Age:
1.3 Gender:
1.4 Position:
1.5 Name of the hotel:
1.6 Address of the hotel:
1.7 Type of the Hotel:

Section 2 your electronic distribution channels
2.1 What do you know about electronic distribution channels?
2.2 How do you measure the quality of information about your hotel displays over different electronic distribution channels?
2.3 What aspects do you think are important in selecting the electronic distribution channels?
2.4 Can you select the most important one? And say why do you think it is?

Section 3 electronic distribution and your customers
3.1 What sort of problems do you experience with electronic distribution channels?
3.2 How do you deal with the price issue between different electronic distribution channels?
3.3 How do you build a relationship with customers through different electronic distribution channels?
3.4 What sort of channels you use to increase this relationship?

Section 4 freedom of decision making
4.1 What do you think about the amount of freedom the chain head office / owner gives to you to develop electronic distribution of hotel products?

Section 5 the future of electronic distribution
5.1 How important do you think that each of these electronic distribution channels will be in the future?
- Global Distribution Systems (GDSs).
- Global Destination Systems’ websites (e.g. worldspan.com).
- Central Reservation Systems (CRSs).
- Hotel website.
- Online travel agencies (e.g. expedia.com, lastminute.com)
- Web intermediary (includes airlines websites and other online retailers).
- Switch companies (e.g. Pegasus).
- Switch companies website (e.g. hotelbook.com).
- Interactive digital TV (skyTV).
- Destination Management System (DMS) (e.g. Wales tourist board or visitwales website).
- Representative companies (e.g. Welsh rarebits).
- Travel agencies.
- Travel agencies websites. (e.g. www.tui-group.com)
- Tourist Information centres (TIC).
- Teletext
- Mobile phones.

Section 6 effectiveness of electronic distribution channels
6.1 How do you think that hoteliers could improve their usage of electronic distribution channels?
6.2 What do you suggest to improve the effectiveness of each electronic distribution channels in hospitality marketing?
Show Card No. 1

CUSTOMER

Mobile phone companies

Interactive digital TV companies

Online travel agency

Travel agency website

Travel agency

Hotel website

Switch website

Switch

Representative company website

Representative company

Property Management System

HOTEL

GDS

GDS website

Web intermediaries

CRS/CRO

TIC

DMO

DMS

FUTURE CHANNELS

CLICKS

BRICKS
Show Card No. 2

2.3 Aspects determining the effectiveness of electronic distribution channels in hotel marketing:

- The brand name.
- Reservation number.
- Cost.
- Easy of use.
- Currency of information.
- Customer communication
- Customer loyalty.
- Online promotions (e.g., coupons, packages, etc.)
- Feedback
Show Card No. 3

3.1 Problems hoteliers could face with electronic distribution channels:

- Complexity
- Price transparency
- Ability of staff to deal with them
- Quality of information displayed.
- Developing a relationship with customer using EDCs
- Missed reservations (false reservations)
Show Card No. 4

5.1 Expectations for the future of the followings channels

- Online travel agencies.
- Global Distribution Systems (GDSs).
- Global Destination Systems’ websites.
- Central Reservation Systems (CRSs).
- Hotel website.
- Web intermediary (includes other online retailers).
- Switch companies (e.g. Pegasus).
- Switch companies web site (e.g. hotelbook.com).
- Interactive digital TV (e.g. sky TV).
- Destination Management System (DMS) (e.g. visitwales website)
- Representative companies (e.g. Welsh rarebit).
- Travel agencies.
- Travel agencies websites.
- Mobile Phones.
- Tourist Information centres (TIC).
- Teletext.