

Determinants of Accommodation Choice on Digital Platforms: Price, Cleanliness, and Trust

Renáta Křečková

Department of Trade and Finance, Faculty of Economics and Management, Czech University of Life Sciences
Prague, Czech Republic

Daniela Šálková

Department of Trade and Finance, Faculty of Economics and Management, Czech University of Life Sciences
Prague, Czech Republic

Radka Procházková

Department of Statistics, Faculty of Economics and Management, Czech University of Life Sciences Prague,
Czech Republic

Radek Trnka

Department of Trade and Finance, Faculty of Economics and Management, Czech University of Life Sciences
Prague, Czech Republic

Received: 3 June 2025. **Revision received:** 15 August 2025. **Accepted:** 8 September 2025

Abstract

In contemporary tourism, digital communication and online reservation platforms play an essential role in shaping tourists' accommodation preferences and influencing decision-making processes. The study examines the determinants of accommodation choice on digital platforms, comparing leisure and business travelers and analyzing differences across age groups in the Czech Republic. Research Question (RQ): How do price, cleanliness, and trust in external reviews shape accommodation choice on digital platforms, and how do these effects differ across age groups and between leisure and business travelers in the Czech Republic? It highlights price, cleanliness, and dependence on third-party reviews as the main drivers of decision-making. Based on a nationally representative online sample ($n = 2000$; mean age = 49.7), the study used Pearson's χ^2 tests, Mann–Whitney U, ANOVA, and Kruskal–Wallis ANOVA at $\alpha = 0.05$ to evaluate associations between sociodemographic characteristics, booking behavior, and the importance placed on selection criteria. The findings reveal that price was the most significant determinant, with value for money highlighted by approximately half of respondents; cleanliness/hygiene is especially prominent for family travelers. Reviews on external platforms were more impactful than reviews on the provider's website. Younger travelers preferred advanced digital tools (e.g., mobile apps for check-in/check-out; online communication), while older travelers preferred conventional channels like phone or email; age effects are statistically significant ($p < 0.001$). Business travelers prioritized internet connectivity more than vacationers. Providers must improve visibility and reputation on external review sites, ensure transparency of hygiene practices, invest in mobile check-in and user-friendly apps, and adapt communication and UX to older users, while prioritizing connectivity and reliability for business segments. The manuscript adds country-specific evidence for Central Europe based on a large representative sample and incorporates trip purpose and age segmentation into the analysis of digital platform determinants in hospitality.

Key Words: digital platforms, accommodation, online booking, consumer behavior, smart tourism, online reviews, tourism technology, hospitality sector

JEL Classification: D12, O33, Z33

Reference: Křečková, R., Šálková, D., Procházková, R., & Trnka, R. (2025). Determinants of Accommodation Choice on Digital Platforms: Price, Cleanliness, and Trust. *Journal of Tourism and Services*, 16(31), 173-194. <https://doi.org/10.29036/s08nkw26>

1. Introduction

Technologies have fundamentally transformed how people select, communicate, and book accommodations in tourism (Alsharif et al., 2024; Bilan et al., 2024). Under the influence of new technologies and the Internet, the business environment is transforming (Stremousova & Buchinskaia, 2019). Information and communication technologies are now integral to the tourism sector, and recent research highlighted their roles in digital information dissemination, user-generated content, and smart tourism (Buhalis, 2020; Gössling, 2021; Molina-Collado et al., 2022). This transformation is driven by the integration of online platforms, innovative technologies, and tourists' accommodation preferences, which is changing the face of the hospitality industry (Hervás-Cortina et al., 2024; Ma et al., 2024). In recent years, advanced technologies such as artificial intelligence and virtual reality have expanded the platform's capabilities, enabling personalized recommendations and immersive virtual tours (Gursoy et al., 2023). Virtual reality, artificial intelligence, and robotics improve customer engagement and streamline booking processes (Park et al., 2023), offering the immersive experiences and efficient service delivery that consumers increasingly value (González-Santiago et al., 2024). Customer reviews are key to decision making, as they provide information on previous guest experiences and the quality of accommodation (Alshehri, 2024; Book and Tanford, 2019; Kim and Kim, 2022; Zahratu and Hurriyati, 2020). For hospitality service providers, understanding customer preferences and effectively using online tools is the key to staying competitive in a rapidly evolving market. Digital transformation has introduced a transformation to the travel and hospitality industry, but it also presents a number of challenges, including concerns about data security, information overload, and bias in rating systems. Adopting responsible data practices and robust security measures allows travel businesses to reap the benefits of technology while minimizing risks (Tiwari et al., 2024; Yallop et al., 2023). Štefko and Pollák (2016) applied multi-factor analysis of online reputation in the tourism sector when they analyzed the reputation of Slovakian cities (Nastisin et al., 2021).

The technology acceptance model (TAM; Davis, 1989; Venkatesh et al., 2003) was used as a theoretical background of the present study. The TAM posits that two determinants especially influence the user's acceptance of information technology tools: perceived usefulness and perceived ease of use. Perceived usefulness denotes the degree to which a person believes that using a particular digital tool would enhance his/her performance. In contrast, perceived ease of use refers to the degree to which a person believes that using a particular system would be effort-free (Davis, 1989). Both perceived usefulness and perceived ease of use are expected to play key roles also in the context of the present study, i.e., in the exploration of consumer attitudes toward online communication with accommodation providers.

This research investigates the extent to which price, cleanliness, and perceived credibility of reviews on external platforms versus provider-hosted websites influence the selection of accommodations on digital platforms in the Czech Republic. The "review credibility gap" is addressed explicitly by operationalizing credibility as the relative impact of external platform reviews versus provider-hosted testimonials on selection, and as perceived trustworthiness of these sources, and investigating whether the magnitude of this gap varies by age group and between leisure and business travel after accounting for price and cleanliness. In this way, the purpose statement connects the study's aims to an empirical credibility differential that lies at the heart of how reviews shape booking decisions on digital platforms.

2. Literature review

2.1 Digital platforms in tourism

With the development of digital technologies, the way people select, and book accommodation has undergone significant changes (Bilgihan and Ricci, 2024). Online platforms such as Booking.com, Airbnb, and Trivago allow users to compare various options, read reviews, and make reservations from their homes. Online reviews play a vital role in the booking decision of travelers, as they provide insight into the experience of previous customers (Zentner et al., 2022). Online consumer reviews are also a valuable source of information for organizations (Stefko et al., 2020). The credibility and volume of these reviews can positively or negatively affect the perceived credibility of hotels or travel services (Jin et al., 2021). On platforms like Airbnb, reviews often reflect a cosmopolitan mindset that overcomes cultural biases, creating a universal appeal for peer-to-peer accommodation (Casais and Cardoso, 2023). The trend of using digital platforms for travel planning is becoming increasingly evident in the Czech Republic, and more and more people rely on these tools to organize their trips. These platforms provide a dynamic way to connect travelers with accommodation options (Ključnikov et al., 2018). The concept of the sharing economy in the accommodation business, an explosively growing business model, influences housing and hotel markets worldwide (Ključnikov et al., 2018). Digital platforms are essential in the travel industry because they offer accessible information and simplify decision-making (Mountasser et al., 2019). Their growing influence is shaping customer preferences and raising questions about changing expectations and decision-making.

2.2 Customer behavior and decision-making process

Online tools in the travel and hospitality industry offer significant benefits, including personalized offers, simplified booking processes, and access to customer reviews. Personalization on tourism websites significantly influences consumer loyalty by improving the first impression and perceived quality of the website, which in turn influences purchase intentions and loyalty (Martínez-González and Álvarez-Albelo, 2021). Advanced metasearch engines facilitate a fast and efficient search for accommodation by integrating multiple search portals, allowing users to easily compare results. The system supports multiple platforms, increasing accessibility and convenience for users (Dorn et al., 2008). User-generated content, such as online reviews, plays a vital role in influencing decision making and customer satisfaction. Cultural differences also affect the perception and writing of reviews, and detailed reviews often come from guests from low-context cultures. These differences can affect the general evaluation and perception of potential customers (Leon, 2019). Although online tools offer many advantages, challenges remain, such as cultural differences in the perception of reviews and the complexity of integrating data from different search engines. Understanding these nuances can help service providers tailor their offerings to different customer needs and preferences. While customer behavior is the key to understanding their preferences, analyzing the challenges of increasingly complex digital platforms is equally important. People who buy online tend to trust other people's opinions, such as online reviews, ratings, word of mouth, etc., and their purchasing decisions depend largely on the information they obtain (Victor et al., 2019).

2.3 Challenges and limitations of digital platforms

The growing dependence on digital tools and online services brings significant challenges, particularly in data protection and security. The enormous volume of data collected from various sources, including social networks and financial transactions, requires strict data protection measures to prevent unauthorized access and misuse (Kuner et al., 2012). The developments in online communication and booking systems are closely related to broader changes in the tourism industry. For example, the global

COVID-19 pandemic has accelerated the digitization of processes and led to the introduction of new technologies, such as contactless check-in applications (Borges-Tiago et al., 2021; Sánchez-Amboage et al., 2023). These technologies improve customer convenience, security, and the overall customer experience. Virtual reality (VR) is becoming another key tool that enables customers to make better decisions through virtual tours of rooms and surroundings. Furthermore, VR allows potential tourists to virtually explore destinations, helping them make informed decisions (Biswas, 2024). These technological advances are changing the face of the tourism industry and offering new opportunities for participation and interaction. The main identified issues are data protection and information overload, which can limit the effective use of digital tools. Addressing these issues is critical to optimizing the benefits of digital platforms.

The influence of digital platforms on consumer decision-making in the tourism industry is widely discussed, but several key areas remain underexplored. First, while previous studies have focused on the general role of digital technologies in tourism, limited research specifically examines how demographic factors such as age, income, or education mediate tourists' accommodation preferences on these platforms. Second, existing studies often look at the impact of online reviews but do not distinguish how the perceived credibility of reviews from external platforms (e.g., Booking.com or TripAdvisor) compares to reviews posted directly on accommodation providers' websites. This gap limits our understanding of the trust dynamics that influence booking behavior. Third, although technological innovations such as personalization and virtual reality are highlighted as potential game changers, their impact on consumer satisfaction and decision-making in specific contexts, such as leisure versus business travel, has not been sufficiently explored. Finally, most research focuses on global or regional contexts, so there is little country-specific analysis, especially in Central Europe. Despite its growing importance, the adoption of digital platforms in tourism in the Czech Republic has not yet been explored in depth. Technological advances have improved customer experience in tourism, but understanding their impact on decision-making remains unclear.

This study examines how online booking platforms influence tourists' accommodation preferences, explores age-related differences in the use of digital tools, and assesses how innovations affect customer satisfaction. The study investigates age-related variations in the use of digital tools and examines the extent to which technological innovations contribute to enhancing customer satisfaction. The findings offer practical insights for hospitality providers and contribute to understanding consumer behavior in the digital age. This topic is crucial for the academic community and practical applications in the tourism sector. Trust is a critical factor in social commerce that plays a significant role in users' intention to use social commerce for purchasing goods and services (Mičík & Gangur, b.r.). Previous studies connect travelers' choice criteria on online platforms, particularly price, hygiene/cleanliness, and confidence in external reviews—with perceived value and risk avoidance in accommodation selection. These processes are supported by the wider digitalization of tourism, wherein social and technological affordances frame information search, assessment, and booking practices. Basically, the model proposes to build the world travel market through the integration of contemporary digital technologies and social communications (Entina et al., 2021).

3. Methods

The study uses primary data collected through an online panel survey conducted in 2024, designed to represent the Czech population aged 18 and over. The investigation aimed to analyze the factors that significantly influence the choice of accommodation for vacation and business trips. The questionnaire used in this study consisted of four batteries of questions. The first battery focused on the sociodemographic profile of the respondents, including gender, age, level of education, region and size of residence, household composition and income. The second battery was designed to capture the travel

and accommodation behavior of the respondents, such as the frequency and type of vacations taken (domestic vs. foreign, family vs. solo, leisure vs. business) and the preferred types of accommodation. The third battery of questions explored the criteria influencing accommodation selection, where participants rated the importance of 20 attributes (e.g., price, cleanliness, reviews, internet connectivity) on a scale from 0% (not important at all) to 100% (most important). The fourth battery examined attitudes towards online communication and digital tools, including the importance of various online functions (e.g., online check-in, chatbots, virtual tours) and perceived relevance of online reviews from different sources. These batteries enabled a comprehensive analysis of both the behavioral patterns and the underlying motivations influencing accommodation choices. This study employed a quantitative cross-sectional survey design to investigate key determinants that influence accommodation preferences. Before full-scale data collection, the questionnaire was piloted with 50 respondents to assess clarity and reliability. Based on the pilot feedback, minor textual adjustments were made.

The survey included 2,000 Czech residents 18 years and older ($M = 49.7$, $SD = 16.7$). From these, 1,989 (99.45 %) reported leisure (vacation) travel, and 971 (48.5 %) reported business/work travel (categories are not mutually exclusive). The online panel survey was chosen as the data collection tool due to its wide availability and ability to collect a representative sample of the population quickly. An additional advantage lies in the elimination of constraints related to the geographical accessibility of the participants. The representativeness of the sample was ensured by quotas based on sociodemographic characteristics of the Czech population (sex, age, education) and regional distribution at the NUTS 3 level. The validity of the sample was verified by comparing it with data from the Czech Statistical Office (2024). At the same time, control measures were included to eliminate inconsistent responses, such as validation questions and filtering of duplicate records. Data was further cleaned and validated using statistical tests to detect outliers and missing responses. The dataset analyzed contained only relevant and high-quality information. The sample parameters correspond to the structure of the Czech Republic population in terms of sociodemographic characteristics and regional distribution (Table 1).

Table 1. Characteristics of the participants in the analysis survey (n = 2000)

Demographic characteristics	Options	Share of participants [%]	Demographic characteristics	Options	Share of participants [%]
Gender	Men	48.8	Marital status	Single	32.3
	Women	51.2		Married / in a registered partnership	47.2
Age	18 – 24 years	7.8		Divorced	16.8
	25 – 34 years	15.1		Widower / widow	3.7
	35 – 44 years	18.5	Family economic situation	Very good	5.1
	45 – 54 years	18.3		Rather good	37.3
	55 – 64 years	15.0		Neither good nor bad	46.2
	65 + years	25.3		Rather bad	10.0
				Very bad	1.4
Education	Without a high school diploma	45.3			
	With a high school diploma	36.6			
	University level	18.1			

Source: Own research

The average age of the men surveyed was 51.2 (SD = 16.7), and for women it was 48.2 (SD = 16.7). Other observed respondent characteristics included the number of household members, children under 18, economic activity, personal net monthly income, and net monthly household income. Four question batteries from the survey focused on the impact of online communication and booking platforms on accommodation preferences during vacations or business trips.

The present study explored the following research questions:

- What are the key factors that influence tourists' accommodation preferences in selecting accommodation through online communication and booking platforms?
- How do differences between age groups and accommodation preferences affect the use of digital tools while booking online?

Statistical methods were chosen to match the nature of the data analyzed and the objectives of the study. Statistical analysis was performed using Statistica 14.0.0.15 software, with the significance level set at 0.05. To verify the influence of selected demographic and socioeconomic factors on the method of booking accommodations for vacation or business trips, Pearson's χ^2 test was used and the dependence strength was assessed based on the contingency coefficient (C) or Cramér's V. This method is commonly used in studies that focus on analyzing consumer behavior in the travel industry, for example, in a study by (Jin et al., 2021) that examined the influence of online reviews on consumer decision making. To test the influence of selected demographic and socioeconomic factors on the importance of participants /customers attributed to specific criteria, the Mann-Whitney U test, parametric ANOVA and Kruskal-Wallis ANOVA (in cases where the ANOVA assumptions were not met) were applied. ANOVA was applied to analyze differences between groups of participants based on demographic variables. This procedure was inspired by studies such as (Choe and Si Tou, 2024) where ANOVA was used to assess differences in tourists' accommodation preferences. For a more detailed evaluation, non-parametric methods such as Kruskal-Wallis ANOVA were added to analyze data that do not meet the assumptions of normality, similar to Leon (2019), who looked at the importance of cultural differences in evaluating online reviews. The statistical methods used, such as Pearson's χ^2 test and ANOVA, are often used to analyze consumer decision-making processes in the tourism industry (de Freitas and Filho, 2020; Provenzano and Baggio, 2020). This approach allows for an effective analysis of the relationship between demographic factors and consumers' choice of accommodation. The results of these analyses were visualized using box plots and categorized histograms, allowing for better interpretation and presentation of the data.

The selected design is an explanatory survey through a cross-sectional design in line with the aim of determining accommodation choices on digital platforms. A nationally representative online panel for the Czech Republic was used to provide external validity regarding age, gender, and region. The sample size ($n = 2,000$) is above the minimum required by an a-priori power analysis for medium effects at $\alpha = 0.05$ for adequate power for subgroup comparison. Stratification by leisure vs. business travel and by age cohorts addresses theorized heterogeneity in technology adoption and cue usage. The constructions were operationalized in items that directly corresponded to the conceptual model of the study: price salience, cleanliness/hygiene expectations, and trust in external reviews. Non-normal and ordinal measures led to the use of Mann-Whitney U and Kruskal-Wallis tests for group contrasts, supplemented by ANOVA where assumptions were fulfilled. The association between categorical variables was tested using Pearson's χ^2 , supported by standardized residuals to interpret the contribution of cells. Robustness was verified through sensitivity analyzes using alternative age cut-offs and excluding extreme responses. The reliability of the measurement was verified through the internal consistency of the multi-item scales. The selection of nonparametric tests and segmentation thus follows from distributional properties of the data and the theory-driven focus on heterogeneity of the study. Ethical approval, informed consent, and data protection procedures followed the relevant standards, ensuring responsible handling of personal information. This study explores a defined Research Question rather than formal hypotheses; thus, results

are discussed as suggestive answers to the RQ and reported together with effect sizes and confidence intervals.

4. Results

The results section presents tourists' accommodation preferences during the accommodation booking process, identifies key factors influencing accommodation selection, and assesses the impact of participants' attitudes toward online communication with providers on their accommodation choices. Furthermore, age-related differences in preferences for digital technologies used in check-in/check-out procedures and communication with staff are examined. Since the study is based on research questions, each subsection includes a one-sentence 'Answer to the RQ' that specifies what the evidence indicates regarding the RQ.

4.1 Preferences in ways of booking accommodation

One-third of the participants (28,5%) preferred to book vacation accommodation through online reservation platforms such as Booking.com, Airbnb, or Trivago. Thirty-one per cent of participants are used to using direct communication with the accommodation provider via email or phone, and 30,2 % preferred booking through the travel agencies. For business travel, online platforms were preferred by 14 % of participants, while direct communication was preferred by 15 % of participants.

These results contrast Pawlicz et al., 2022 who found that 51.5% of accommodation bookings were made electronically (Booking.com, Airbnb, and Expedia), while 32.7% were made through direct contact. The preference for direct communication may be because it allows personalized service and negotiation and meets specific needs or special requirements of travelers. This preference can also be influenced by several factors, including the importance of reliable information, the need for quick decision making, and the desire for personalized services (Young et al., 2017).

The economic situation of the household, age, marital status, education, number of household members, net monthly personal income, and net monthly household income were the factors that significantly influenced the method of booking accommodation for a vacation (Table 2). In contrast, these factors did not influence the booking of accommodation for business travel. Business travelers typically prioritized location, safety, and predictability when selecting accommodations, which can often be better ensured through direct communication channels (Verma et al., 2012; Ye et al., 2023). Different demographic groups may prefer different booking methods, influenced by age, employment status, and geographic origin (see also Pabel and Cassidy, 2023; Silvano et al., 2020).

Table 2. Summary of results of the test of the influence of selected demographic and socioeconomic factors on the most used accommodation booking method for participants vacation / business trips

Variable	Factor / Criteria	Vacation	Business trip
Q1	Household Economic Situation	$p < 0.001$ C = 0.208	$p = 0.007$ C = 0.165
SEX	Gender	$p = 0.603$	$p = 0.774$
AGE_KAT	Age - category	$p < 0.001$ C = 0.255	$p = 0.649$
SIZE	Size of the place of residence	$P = 0.843$	$p = 0.897$
MS	Marital status	$p < 0.001$ C = 0.209	$p = 0.484$
EDU	Education	$p < 0.001$ C = 0.144	$p = 0.241$
PC	Number of household members	$p < 0.001$ C = 0.163	$p = 0.157$
CC	Number of children under 18 years of age	$p = 0.175$	$p = 0.334$
PINC	Personal net monthly income	$p < 0.001$ C = 0.226	$p = 0.698$
HINC	Net monthly household income	$p < 0.001$ C = 0.240	$p = 0.928$

Source: Own research

4.2 Key factors for accommodation selection

Table 3, Graph 1 and Graph 2 show the most important factors for accommodation selection. Graphs 1–2, the metric is the average importance score (0–100 rescaled), consistent with Table 2. Price was identified as the most important factor when choosing accommodation for a vacation in all demographic groups (average rating of 57%). This finding also corresponds to the results of Chen et al. (2017), who also found that price is a significant factor in accommodation selection. However, its influence may be moderated by other considerations, such as the length of stay and the age of the travelers.

Cleanliness and hygiene reached an average importance of 51.6 for vacation trips (rank 2) and 46.6 for business trips (rank 1), while price ranked first for vacation (56.6) but dropped to rank 7 for business (34.7). The emphasis on cleanliness is not only a matter of personal comfort but is also linked to health and safety (Chen et al., 2017; Lockyer, 2002). Family travelers also preferred accommodations offering connecting rooms and child-friendly facilities.

The price-performance ratio was another important factor noted by 50% of the participants. Personal experience, either your own or that of a trusted individual, was also highly rated (42%). Interestingly, digital detox was considered less important for vacations (11%), suggesting that most leisure travelers preferred to stay online even during their vacations. Answer to Research Question - Price: research indicates that price is the main driver of accommodation choice on online platforms.

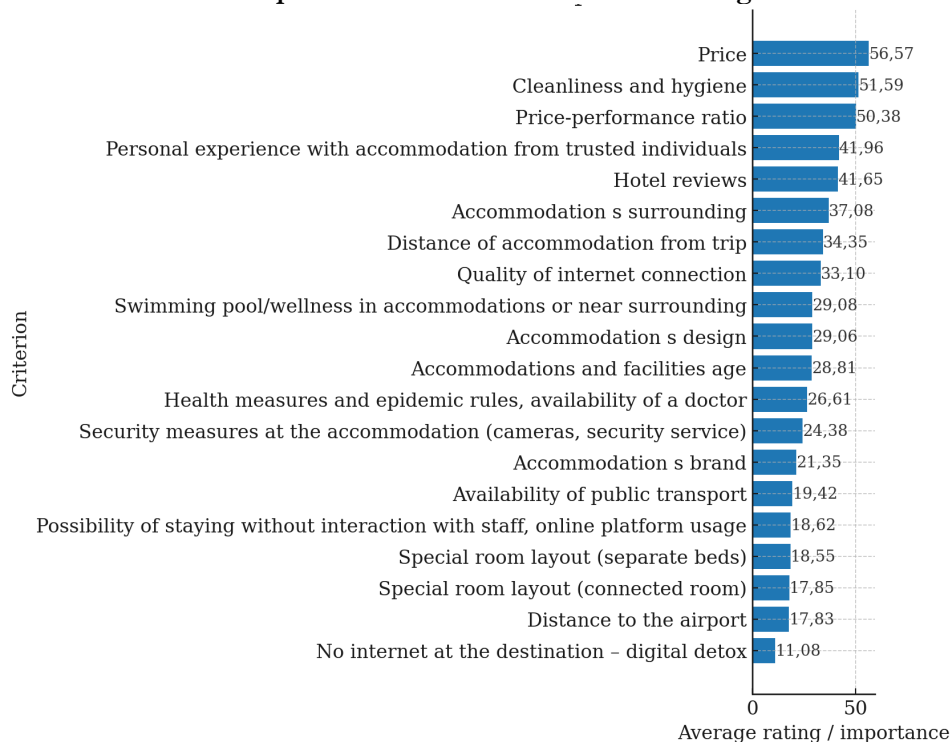
Table 3. The average rating and ranking of the importance of selected criteria when choosing accommodation for a vacation and business trip

Variable	Criterion	Average rating/importance		Ranking	
		Vacation	Business trip	Vacation	Business trip
Q9A_1	Distance of accommodation from trip	34.35	37.74	8.	4.
Q9A_2	Availability of public transport	19.42	26.21	16.	12.
Q9A_3	Distance to the airport	17.83	23.51	6.	15.
Q9A_4	Accommodation s surrounding	37.08	28.51	7.	8.
Q9A_5	Price	56.57	34.67	1.	7.
Q9A_6	Price-performance ratio	50.38	36.98	3.	6.
Q9A_7	Accommodation s brand	21.35	23.15	15.	16.
Q9A_8	Accommodation s design	29.06	26.69	11.	10.
Q9A_9	Accommodation and facilities age	28.81	26.33	12.	11.
Q9A_10	Special room layout (separate beds)	18.55	22.47	18.	17.
Q9A_11	Special room layout (connected room)	17.85	17.75	19.	19.
Q9A_12	Swimming pool/wellness in accommodations or near	29.08	24.12	10.	14.
Q9A_13	Health measures and epidemic rules, availability of a doctor	26.61	25.85	13.	13.
Q9A_14	Security measures (cameras, security service)	24.38	27.44	14.	9.
Q9A_15	Cleanliness and hygiene	51.59	46.64	2.	1.
Q9A_16	Quality of internet connection	33.10	41.10	9.	2.
Q9A_17	Staying without interaction with staff, online platform usage	18.62	20.51	17.	18.
Q9A_18	No internet at the destination – digital detox	11.08	11.07	20.	20.

Q9A_19	Hotel reviews	41.65	36.99	5.	5.
Q9A_20	Personal experience with accommodation from trusted individuals	41.96	38.09	4.	3.

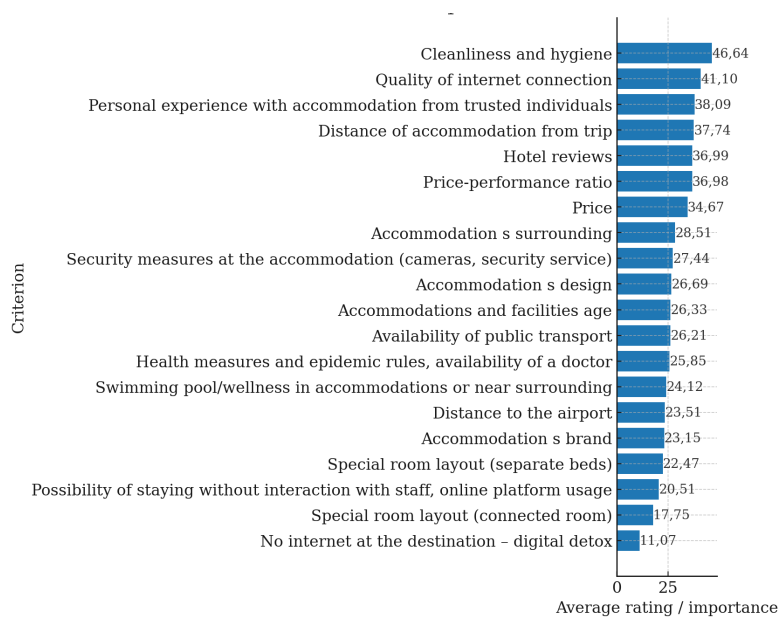
Source: Own research

Graph 1. Evaluation of the importance of the criteria when choosing accommodation during a vacation



Source: Own research

Graph 2. Importance of criteria when choosing accommodation during a business trip



Source: Own research

Cleanliness and hygiene were key for business trips (47%). Quality Internet connectivity was positively rated by 41% of the participants, which is crucial, especially for digital nomads and business travelers (Lacárcel et al., 2024). Price also played an important role (35%), although with considerably less emphasis than for leisure stays. Previous trusted experience and proximity to the destination were also critical for business travelers, reflecting the need to move efficiently between accommodation and the workplace. Special emphasis was also placed on previous hotel reviews (37%). The results indicate that leisure travelers preferred factors such as price and cleanliness, while business travelers, in addition to cleanliness and hygiene, significantly prioritized the quality of Internet connectivity. These findings suggest the need for accommodation providers to tailor their offerings according to the specific type of travel. Answer to RQ - Cleanliness: cleanliness/hygiene becomes a key determinant influencing choice.

These patterns are consistent across Table 2 and Graphs 1–2, which jointly show cleanliness/hygiene and price as the leading determinants, with internet quality moving to the top tier among business travellers (41.1; rank 2).

4.3 The impact of participants' attitudes toward online communication on accommodation selection

When asked how strongly (on a scale of 1 – not at all to 5 – significantly) the ability to communicate online influences participants when selecting and booking accommodation, nearly a third responded moderately (32.7%), a quarter of participants strongly (25%), and 27% very strongly. Factors that significantly influenced participants' attitudes toward online communication with accommodation providers included household economic situation, gender, age, education, and personal net income (see Table 4).

The influence of selected demographic and socioeconomic factors (those factors whose influence was statistically significant for Question Q10 - How strongly does the ability to communicate online influence your choice and booking of accommodation for your stay?) was also tested. These factors were the economic situation of the household, gender, age, education, and net monthly personal income, as well as their impact on the priorities rated for online tools. The results of the tests are summarized in Table 5.

Furthermore, the results showed that age showed a significant influence on preferences for specific online tools. In the context of online communication with staff, both educational attainment and personal net monthly income were also significant determinants. For reviews on external booking platforms, all demographic and socioeconomic variables examined showed statistically significant effects. In contrast, preferences for reviews on the accommodation provider's own website were significantly associated with age, sex, and education. Furthermore, the assessment of the importance of online applications offering the option to book additional services in the accommodation was influenced by the age of the participants and their net monthly income. Answer to RQ - Segmentation: both the credibility differential and the salience of determinants vary by age group and between business and leisure travelers.

Online reviews were a key factor influencing the decision-making process for 80% of the participants. Participants were more likely to trust reviews on external platforms such as Tripadvisor (45%) than on accommodation websites (35%). The p-value for the difference in influence between external and internal reviews was $p = 0.003$, indicating greater trustworthiness of external reviews. Participants also often prioritized reviews from users who share similar preferences or requirements, or reviews from travelers from the same country.

These results are based on past research that shows that external platforms provide a wider variety of opinions, enhancing the credibility of their evaluations. Reviews featuring images and detailed descriptions significantly influenced customer decisions (Fu et al., 2024; Kim et al., 2021). Visual and textual information was critical in shaping customer preferences and intentions to book accommodations (Sim et al., 2021). For example, platforms that allow the filtering of reviews based on specific criteria are

expected to be more popular. Answer to RQ - Review credibility gap: reviews on external platforms have more influence than testimonials hosted by providers, revealing a credibility gap in favor of external reviews.

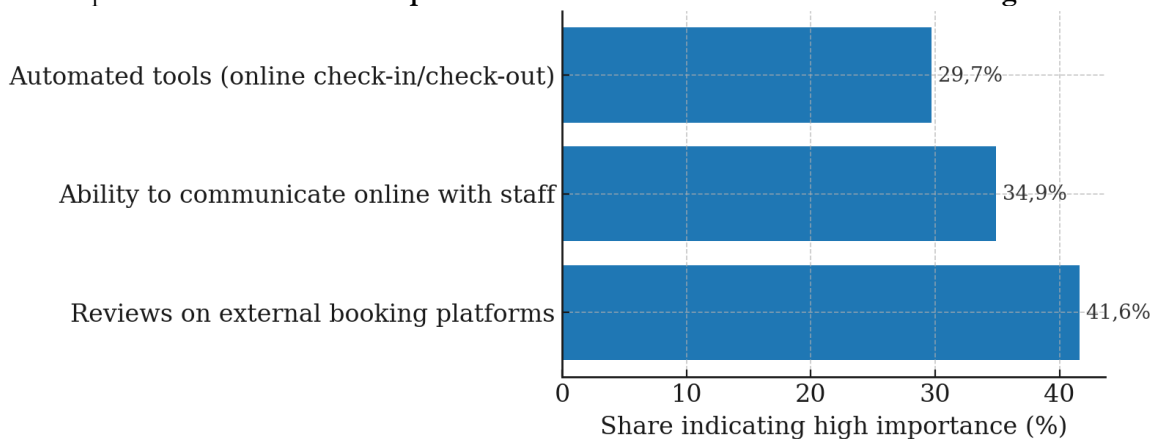
Table 4. Summary of results of the test for the impact of selected demographic and socioeconomic factors on the importance of online communication when booking accommodation for a vacation and business trip

Variable	Factor / Criterion	Testing results
Q1	Household's economic situation	$p = 0.006$ $C = 0.129$
SEX	Gender	$p = 0.004$ $C = 0.087$
AGE_KAT	Age - category	$p = 0.013$ $C = 0.135$
SIZE	Size of the place of residence	$p = 0.661$
MS	Marital status	$p = 0.549$
EDU	Education	$p = 0.003$ $C = 0.107$
PC	Number of household members	$p = 0.260$
CC	Number of children under 18 years old	$p = 0.695$
PINC	Net monthly personal income	$p = 0.011$ $C = 0.182$
HINC	Net household monthly income	$p = 0.163$

Source: Own research

The impact of online tools was evaluated based on the assessment of individual tools on a scale from 0% to 100%. The highest rating was given to reviews on external booking platforms (e.g. Booking.com, Tripadvisor), with an average score of 41.6%. The ability to communicate online with staff received a rating of 34.9%, while automated tools such as online check-in/check-out had an average score of 29.7%. A detailed look at the results of the important assessment of individual online tools in booking accommodation is provided in Graph 3.

Graph 3. Evaluation of the importance of individual online tools when booking accommodation



Source: Own research

Table 5. Summarizes the results testing how selected demographic and socioeconomic factors influence the importance of various online communication tools when booking accommodation for vacations and business trips

Factor / Variable	Selected priority/rating from the Q11 battery: How strongly do the following online tools influence your choice and booking of accommodation for your stay?				
	1- The possibility of online communication and interaction with staff.	2- The possibility of automated online communication without interaction with staff.	3 - Reviews on external booking platforms.	4- Reviews on the website of the accommodation provider.	9 - Online application with the option to book additional services in the accommodation facility.
Q1 - Economic situation of the household	p=0.415	p=0.478	p=0.008	p = 0.564	p = 0.958
SEX	p=0.380	p = 0.388	p<0.001	p<0.001	p=0.206
AGE_KAT	p<0.001	p<0.001	p<0.001	p<0.001	p<0.001
EDU	p=0.012	p = 0.214	p=0.008	p=0.033	p=0.252
PINC – net income	p = 0.0676	p=0.004	p<0.001	p = 0.416	p = 0.0339

Source: Own research

4.4 Age-related differences in the use of digital tools

The findings of the present study indicate that participants aged from 18 to 34 years demonstrated a preference for utilizing advanced digital tools, with 50% favoring mobile applications for automated check-in/check-out and 45% preferring online communication with staff. On the contrary, older adults, particularly those 55 and older, preferred direct communication methods, such as telephone or email (65%), when interacting with accommodation providers. In the literature, this preference is explained by factors such as a desire for personal contact, ease of use, and the ability to manage communication in their daily lives (see Preston and Moore, 2019; A. Zhang et al., 2023). Past research (Lindley et al., 2009) has also emphasized that older adults view communication as a meaningful activity that requires time and effort, in contrast to the more informal interactions enabled by newer technologies.

The p-value for the difference in age preferences was $p < 0.001$, confirming a statistically significant relationship between age and the choice of digital tools. This is also confirmed by other studies, which show a strong focus on modern technologies, especially in the context of travel and tourism among younger users. (Gao et al., 2024). Younger adults expect quick, easy, and comprehensive solutions and prefer apps that allow not only booking but also planning the entire itinerary. Technologies such as virtual reality and online tours are increasing the confidence of younger users when choosing accommodation (Ghaly, 2023). Virtual reality and online tours increase the confidence of younger users when choosing accommodations. Younger participants also significantly preferred instant access to accommodation information via mobile devices (Fan et al., 2023). This trend is driven by their knowledge of technology and the perceived benefits of convenience and efficiency (Salameh et al., 2022). Integration of digital tools in hospitality is increasingly seen as a competitive advantage, particularly among younger consumers who prioritize seamless and personalized experiences (Khanra et al., 2021). The results of this study also show that mobile apps with intuitive interfaces would have the highest market potential for this target group (Kwon et al., 2013; Wang et al., 2016). The findings answer the research question by showing the relative importance of price and cleanliness and revealing a credibility gap in favor of external reviews with significant variation between different age groups and travel purposes.

5. Discussion

The results of present study show that digital platforms have a major impact on consumers' decision-making process when choosing accommodation while travelling. According to our research, the key factors influencing consumers' choice decisions are as follows: online reviews and guest ratings, price and price-performance relationship and location of accommodation, and the overall user-friendliness and trustworthiness of the platform. Based on the data collected, our study showed that online reviews and ratings from previous guests are among the most important factors when considering and deciding on a specific type of accommodation on digital platforms. These findings are consistent with recent research (Kolesárová et al., 2024; Ladhari & Michaud, 2015) that suggest that consumers take online reviews into consideration as they act as a tool to compare all options and help to reduce uncertainty. Positive listings and comments from other travelers inspire confidence in the accommodation offered and add motivation to buy, while negative reviews can discourage customers from buying. From a Central European setting, empirical data collection supports this trend. (Kolesárová et al., 2024) report that customer reviews are one of the main drivers for buying and booking accommodation in the digital environment. In addition to reviews, the price and perceived value of an offer also play an important role in the choice of accommodation on online platforms. An accurate valuation provides a solid basis for making informed decisions for investors (Tahotný et al., 2024).

Furthermore, the present study showed that travelers are highly price-sensitive with respect to price comparisons presented on platforms. The easy availability of price filters and promotional offers helps customers choose accommodation with the best value for money. This result is consistent with the findings of (Faizal et al., 2024), a study that examined the decision-making of tourists in South Asia. The authors found that price, brand awareness, quality of digital information, and breadth of offerings are among the main factors influencing hotel choice on online platforms. In the context of Central Europe, price and promotional offers also appear to be key factors influencing customers' choice. However, the quality of information (photos, descriptions, details of amenities, etc.) in the accommodation profile is also an important element.

The present study was situated in a cultural milieu of the Czech Republic, a Central European country, and therefore, a cross-cultural perspective should be considered. Lustigova et al. (2021) provided a comparison between European and American consumer behaviors in accommodation decision-making. While American travelers place relatively more emphasis on the hotel brand (reputation) when choosing accommodation online, European (especially Central European) travelers are more focused on price. Our Czech data support the idea of higher price sensitivity of Central European customers, although brand and type of accommodation also played a role, for example in the case of international hotel chains. Sabiote-Ortiz et al. (2016) suggested that variations in accommodation decision-making across cultures can be explained by intercultural differences in cultural dimensions, mainly the uncertainty-avoidance and individualism-collectivism. The tourist satisfaction in travelers from individualist culture (in this case, the British) were positively influenced by the ease of use of the electronic tool, while travelers from collectivist culture (in this case, the Spanish) preferred personal interaction with the service provider. In this perspective, the Czech Republic has the value of individualism-collectivism dimension between the Spain and the Great Britain (www.theculturefactor.com), Czech individualism (70) is higher compared to the Spain (67) and lower compared to the Great Britain (76). Thus, the results of present study represent an intermediate position in terms of individualism-collectivism in comparison to the Spain and the Great Britain.

Demographic characteristics, particularly the age of travelers, play an important role in what digital platforms can be used and the importance given to them. In this sense, our findings confirm that younger generations are more experienced in using online tools and more likely to rely on them when

planning their trips. This analysis is in line with the results of the study by (Bilan et al., 2024) who found that travelers aged 17-25 not only routinely use digital platforms for planning and booking but are also the most likely to share their experiences on social media (e.g., through travel photos). These younger generation travelers are thus becoming part of the e-WOM virtual circle. On the one hand, they rely on other tourists' reviews, and, on the other hand, they themselves actively contribute content that influences other tourists.

While younger travelers currently have a positive attitude towards digital platforms, older travelers have a different attitude towards them. This group is also increasingly using online booking but place more emphasis on other aspects. Easy and clarity of use, and having enough reliable information gives them a sense of security. For example, (Kim et al., 2021) identified elements such as the clarity of the information presented, the efficiency of navigation, and a user-friendly website that increase older travelers' comfort with the platform. In other words, older users need an easy and user-friendly digital platform for online accommodation booking.

The results of the present study suggest that online bookings are perceived increasingly positively by older-age travelers when platforms offer language support, customer service, and clear cancellation policies. However, some older respondents chose a combination of online and traditional sources. For example, they first searched for information on the internet but made the final reservation by phone or through a travel agency. This highlights the continuing need for reassurance and personal contact amongst some parts of this population. In addition to the age of the traveler, the purpose of the trip and the type of traveler are also important when making decisions on digital platforms.

Although our study was not primarily focused on comparing what suits business and leisure travelers, some differences in the preferences of business and leisure travelers can be inferred from the respondents' answers. These differences have also been identified in earlier research. Memarzadeh et al. (2017) focused on business travelers in their research and found that business travelers place primary importance on service quality, value for money, and safety when choosing a hotel. These factors are also very often reflected in online hotel reviews, e.g. Wi-Fi speed, level of service, quality of breakfast, hygiene standards. In the study by (Memarzadeh et al., 2017) high ratings for service quality and value for money were the key factors that influenced business travelers' intention to book a hotel. This information is consistent with our findings for the business traveler respondent segment, who frequently cited reliability, convenience, and efficiency (for example, early breakfast, available parking, or fast check-in) as key factors in their online accommodation choices. On the other hand, leisure travelers may prefer different attributes when using digital platforms such as price and ratings.

The specificity of the experience often also plays a role. Child-friendly accommodation is important for families with children, young "backpackers" may prefer hostels or shared accommodation for social opportunities, couples on a romantic trip will appreciate the atmosphere and uniqueness of a place. Digital platforms are responding to this trend in different ways. For example, they introduce various filters and personalized recommendations. Profiling clients according to their preferences and their relationship with reviews was the subject of a study by (Ciocoiu et al., 2024), which divided tourists into several segments based on their perception of online reviews, e.g. "risk-averse young planners", "quality-orientated travelers who trust reviews", "skeptical detailers", etc. Such segmentations show that different travelers approach information from digital platforms differently. A novel finding of our research is that these differences are also reflected in the use of platform functionalities. For example, the "cautious planners" in our survey often used the option to sort by the best reviews and read many comments, while the more spontaneous travelers gave more of an overall impression of the few top-rated options and made their selections more quickly.

New technologies such as artificial intelligence and augmented reality can be expected to change consumer behavior in accommodation decision-making significantly soon. Artificial intelligence tools, chatbots, and virtual assistants are examples of such technologies. These are already being increasingly used to plan trips, recommend itineraries, and create personalized accommodation offers. First studies

suggest that tourists are willing to ask AI assistants for the information they are looking for; trust in their recommendations is still forming (Christensen et al., 2025). Augmented reality and virtual reality allow potential guests to virtually preview a destination or a specific hotel in advance. This can increase their confidence and influence their choice (Samaddar & Mondal, 2024; Wei, 2019). These technological innovations aim to reduce perceived risk and customer uncertainty. Although our data do not directly point to the use of AR/VR in accommodation selection, advanced digital tools generally increase consumer awareness and confidence. As reported by (Bilan et al., 2024), overall satisfaction with the use of digital technologies for travel planning is high (in their study, satisfaction was about 80%). At the same time, however, (Bilan et al., 2024) highlighted some of the challenges associated with digital platforms. These include misleading information, technical difficulties in booking, inconsistencies between the online presentation and reality (e.g., distorted photos of rooms), or different prices online and on site. These challenges present a scope for improving digital platforms to keep customer confidence high.

6. Practical implications and theoretical contribution

The theoretical contribution of the present study lies in expanding knowledge about consumer behavior in the digital age. By combining demographic variables with preferences for digital tools, the study offers a detailed view of how technology adoption varies between user segments, for example between younger and older generation. Our findings showed that older users require a user-friendly interface, and younger users value efficiency and speed. In the perspective of technology acceptance model (TAM; Davis, 1989; Venkatesh et al., 2003) younger and older generation differ in the levels of ease of use of digital tools for accommodation choice. Younger users' preferred efficiency and speed that imply that their ease of use of digital tools enables them to perceive these tools for accommodation choice as helpful and supportive. This attitude may be expected to help them accept also new, unknown digital tools without fear of new technology that may be still present in older generations. Consequently, also general attitude toward perceived usefulness of digital tools for accommodation choice may be expected to be higher and thus support their repeated use. All these age-related differences also mirror the general increasing trust in digital technology and online environment in younger generation.

Furthermore, the results of present study showed strong effect that collective reviews have on shaping attitudes towards accommodation. These findings are in accordance with the social proof theory. More complex factors, such as psychological comfort with technology across generations, or emotional aspects, are emerging as factors that may play a role (e.g., desire for an authentic experience leads to choosing Airbnb vs. preference for verified quality leads to choosing a hotel). Some of these aspects are mentioned, for example, by (Hernández-Méndez et al., 2015) in the context of eWOM. Our data suggest that these more subtle motivations may also play a role in digital decision-making.

The present study has also some practical implications for accommodation providers. Analysis of online tools revealed that digital solutions such as automatic check-in and mobile apps are increasingly preferred for ancillary services. Reviews on external platforms were more influential than reviews on internal hotel websites, highlighting the role of trust and perceived objectivity in Czech consumer decision-making. The present study recommends accommodation providers to adapt to changing customer preferences in the digital age. Service providers should implement personalized systems such as apps offering tailored recommendations and use automated processes such as online check-in, smart locks, and mobile payments to increase convenience and loyalty, which is particularly beneficial for urban destinations with a higher demand for innovative services. Virtual tours of accommodation facilities can improve customer awareness and reduce uncertainty in the decision-making process. Managing online reviews, responding to reviews, and implementing review verification systems can build customer trust. The emphasis on transparency and green practices improves perceptions of services. These steps increase satisfaction and competitiveness in the marketplace while leveraging technological innovation. For policy

makers, the present study highlights the need to support the digital infrastructure for equitable access to online tools in urban and rural areas.

7. Conclusion

This study provides new information on the impact of online communication and reservation platforms on customer preferences when choosing accommodation. The research reveals that key factors influencing decision-making include price, cleanliness, and online reviews, with the importance of these factors varying depending on the purpose of the trip and the age group of the customer. Younger generations showed a higher level of adaptation to digital tools and a preference for fast and personalized service, while older generations often preferred more traditional forms of communication and booking. Technological innovations, including personalization, automation, and the integration of virtual reality, contribute significantly to enhancing customer experience and satisfaction. These developments underscore the increasing significance of digitalization within the travel and hospitality industry. The significant role of online platforms in accommodation choice is a key finding of this study, especially among younger generations. Platforms such as Booking.com and Airbnb are used by almost 30 % of participants to book vacation stays. On the contrary, direct communication with accommodation providers still prevails among older participants, especially in specific situations such as business trips. This study highlights significant demographic differences in platform use and emphasizes the importance of tailoring marketing strategies to different age and user groups. For business trips, participants prioritized the quality of the internet and the proximity to the destination. These findings highlight the need to focus on hygiene standards, digital infrastructure, and location-specific offers to meet the diverse needs of customers.

8. Limitations

Although the research was conducted on a representative sample of the Czech population, the results apply primarily to the conditions of the Czech Republic. These conclusions may not be fully generalizable to the international level, where cultural, economic, or technological differences may play a role. The study focused on general preferences and factors that influence accommodation choices. Some contextual factors, such as seasonal differences, specific travel goals, or current economic conditions, were not analyzed in detail. The results reflect the situation at the time of data collection, but the technology and tools available online in hospitality are rapidly evolving. New technologies, such as artificial intelligence or virtual reality, could significantly influence customer behavior soon, potentially altering the current conclusions.

The research was based on the responses of the participants, but actual customer behavior was not directly observed when booking accommodation. Therefore, real preferences and decision-making processes may differ from the stated opinions. The research was conducted as a cross-sectional study, which does not allow tracking changes in participants' preferences over time. Long-term research could better capture trends and dynamics of change. Considering these limitations provides an opportunity for further research that could combine longitudinal studies, real behavior analysis, and a deeper examination of contextual factors.

Further research could examine the long-term effects of digitalization on tourists' accommodation preferences, particularly post-pandemic. Future studies could explore the influence of emerging technologies such as virtual reality and AI on customer experiences. Investigating cultural differences in platform usage would provide a global perspective.

Acknowledgements: This study was supported by the Internal Grant Agency (IGA) of FEM Czech University of Life Sciences Prague, registration no. 2023A0007 Geographical and economic segmentation and factors influencing consumer behavior in the hotel services market.

References

1. Alsharif, A., Isa, S. M., Alqudah, M. N., 2024. Smart tourism, hospitality, and destination: A systematic review and future directions. *Journal of Tourism and Services*, 15(29). <https://doi.org/10.29036/jots.v15i29.746>
2. Alshehri, A., 2024. Social media in tourism: A Twitter (X) social graph approach to# Alula. *Journal of Tourism and Services*, 15(28). <https://doi.org/10.29036/jots.v15i28.715>
3. Bilan, Y., Tovmasyan, G., Dallakyan, S., 2024. The impact of digital technologies on tourists' travel choices and overall experience. *Journal of Tourism and Services*, 15(29). <https://doi.org/10.29036/jots.v15i29.805>
4. Bilan, Y., Tovmasyan, G., & Dallakyan, S. (2024). The Impact of Digital Technologies on Tourists' Travel Choices and Overall Experience. *Journal of Tourism and Services*, 15(29), 153–175. <https://doi.org/10.29036/jots.v15i29.805>
5. Bilgihan, A., Ricci, P., 2024. The new era of hotel marketing: integrating cutting-edge technologies with core marketing principles. *Journal of Hospitality and Tourism Technology* 15. <https://doi.org/10.1108/JHTT-04-2023-0095>
6. Biswas, A., 2024. Deciphering Predictors of Tourists' Value and Intention amid COVID-19: The Interplay of Scarcity, Enjoyment, Visual Presentations, and Pandemic Threat. *Int J Hum Comput Interact* 40. <https://doi.org/10.1080/10447318.2023.2218783>
7. Book, L.A., Tanford, S., 2019. Measuring social influence from online traveler reviews. *Journal of Hospitality and Tourism Insights* 3. <https://doi.org/10.1108/JHTI-06-2019-0080>
8. Borges-Tiago, T., Silva, S., Avelar, S., Couto, J.P., Mendes-Filho, L., Tiago, F., 2021. Tourism and covid-19: The show must go on. *Sustainability* (Switzerland) 13. <https://doi.org/10.3390/su132212471>
9. Buhalis, D., 2020. Technology in tourism-from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: a perspective article. *Tourism Review* 75. <https://doi.org/10.1108/TR-06-2019-0258>
10. Casais, B., Cardoso, C., 2023. Cosmopolitan tourists in P2P accommodation: An exploratory study of online reviews on airbnb. *Tourism and Hospitality Research*. <https://doi.org/10.1177/14673584231218105>
11. Chen, C.M., Tsai, Y.C., Chiu, H.H., 2017. The decision-making process of and the decisive factors in accommodation choice. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2015.1087476>
12. Choe, J.Y., Si Tou, C.F., 2024. Tourist Consumption Values and Perceived Risks of Using Smart Technologies: A Market Segmentation Approach. *Journal of China Tourism Research*. <https://doi.org/10.1080/19388160.2024.2305744>
13. Davis, F.D., 1989. Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly* 13. <https://doi.org/10.2307/249008>
14. de Freitas, H.B.B., Filho, L.M., 2020. Iniciativas de Destinos Turísticos Inteligentes na Cidade de Natal-RN: uma Abordagem Qualitativa / Smart Tourism Destinations Initiatives in Natal-RN City: A Qualitative Approach. ROSA DOS VENTOS - *Turismo e Hospitalidade* 12.
15. Dorn, J., Hrastnik, P., Rainer, A., Starzacher, P., 2008. Web Service-Based Meta-Search for Accommodations. *Information Technology & Tourism* 10. <https://doi.org/10.3727/109830508784913095>

16. Entina, T., Karabulatova, I., Kormishova, A., Ekaterinovskaya, M., & Troyanskaya, M. (2021). Tourism Industry Management In The Global Transformation: Meeting The Needs Of Generation Z. *Polish Journal of Management Studies*, 23(2), 130–148. <https://doi.org/10.17512/pjms.2021.23.2.08>
17. Fan, A., Shin, H.W., Shi, J., Wu, L., 2023. Young People Share, But Do So Differently: An Empirical Comparison of Peer-to-Peer Accommodation Consumption Between Millennials and Generation Z. *Cornell Hospitality Quarterly* 64. <https://doi.org/10.1177/19389655221119463>
18. Fialova, V., Vasenska, I., 2020. Implications of the covid-19 crisis for the sharing economy in tourism: the case of airbnb in the czech republic. *Ekonomicko-manazerske spektrum* 14. <https://doi.org/10.26552/ems.2020.2.78-89>
19. Fu, S., Cheng, X., Bilgihan, A., Okumus, F., 2024. Hue, brightness, saturation, and caption description: which attributes impact listing preferences on digital accommodation platforms? *Internet Research* 34. <https://doi.org/10.1108/INTR-08-2021-0554>
20. Ghaly, M., 2023. The influence of user-generated content and social media travel influencers credibility on the visit intention of Generation Z. *Journal of Association of Arab Universities for Tourism and Hospitality* 24. <https://doi.org/10.21608/jaauth.2023.218047.1477>
21. Gonzáles-Santiago, M.S., Loureiro, S.M.C., Langaro, D., Ali, F., 2024. Adoption of smart technologies in the cruise tourism services: a systematic review and future research agenda. *Journal of Hospitality and Tourism Technology*. <https://doi.org/10.1108/JHTT-06-2022-0159>
22. Gössling, S., 2021. Tourism, technology and ICT: a critical review of affordances and concessions. *Journal of Sustainable Tourism* 29. <https://doi.org/10.1080/09669582.2021.1873353>
23. Gursoy, D., Li, Y., Song, H., 2023. ChatGPT and the hospitality and tourism industry: an overview of current trends and future research directions. *Journal of Hospitality Marketing and Management* 32. <https://doi.org/10.1080/19368623.2023.2211993>
24. Haase, M., Bosse, M., Sackmann, S., Meyer, G., 2024. IT Skills of Young and Older People: A Qualitative Study. *Int J Hum Comput Interact*. <https://doi.org/10.1080/10447318.2024.2319916>
25. Hernández-Méndez, J., Muñoz-Leiva, F., & Sánchez-Fernández, J. (2015). The influence of e-word-of-mouth on travel decision-making: Consumer profiles. *Current Issues in Tourism*, 18(11), 1001–1021. <https://doi.org/10.1080/13683500.2013.802764>
26. Hervás-Cortina, C. M., Gil-Saura, I., Ruiz-Molina, M. E. 2024. Exploring the role of tourism destination communications in shaping tourist E-WOM intentions. *Journal of Tourism and Services*, 15(29). <https://doi.org/10.29036/jots.v15i29.756>
27. Huiyue, L., Peihan, G., Haiwen, Y., 2022. Consistent comments and vivid comments in hotels' online information adoption: Which matters more? *Int J Hosp Manag* 107. <https://doi.org/10.1016/j.ijhm.2022.103329>
28. Jin, Q., Hu, H., Su, X., Morrison, A.M., 2021. The influence of the characteristics of online itinerary on purchasing behavior. *Land* (Basel) 10. <https://doi.org/10.3390/land10090936>
29. Kim, M., Lee, S.M., Choi, S., Kim, S.Y., 2021. Impact of visual information on online consumer review behavior: Evidence from a hotel booking website. *Journal of Retailing and Consumer Services* 60. <https://doi.org/10.1016/j.jretconser.2021.102494>
30. Kim, Y.J., Kim, H.S., 2022. The Impact of Hotel Customer Experience on Customer Satisfaction through Online Reviews. *Sustainability* (Switzerland) 14. <https://doi.org/10.3390/su14020848>
31. Ključnikov, A., Krajčík, V., Vincúrová, Z., 2018. International sharing economy: The case of airbnb in the Czech Republic. *Economics and Sociology* 11. <https://doi.org/10.14254/2071-789X.2018/11-2/9>
32. Ključnikov, A., Krajčík, V., & Vincúrová, Z. (2018). International Sharing Economy: The Case of AirBnB in Czech Republic. *Economics & Sociology*, 11(2), 126–137. <https://doi.org/10.14254/2071-789X.2018/11-2/9>

33. Kolesárová, S., Šenková, A., Kormaníková, E., & Šambronská, K. (2024). Customer Reviews of Accommodation as an Important Factor in Choosing and Booking Accommodation: Analysis of Conditions in V4 Countries. *Administrative Sciences*, 14(12), 308. <https://doi.org/10.3390/admsci14120308>
34. Kuner, C., Cate, F.H., Millard, C., Svantesson, D.J.B., 2012. The challenge of “big data” for data protection. *International Data Privacy Law*. <https://doi.org/10.1093/idpl/ips003>
35. Kwon, J.M., Bae, J. in S., Blum, S.C., 2013. Mobile applications in the hospitality industry. *Journal of Hospitality and Tourism Technology* 4. <https://doi.org/10.1108/17579881311302365>
36. Lacárce, F.J.S., Huete, R., Zerva, K., 2024. Decoding digital nomad destination decisions through user-generated content. *Technol Forecast Soc Change* 200. <https://doi.org/10.1016/j.techfore.2023.123098>
37. Leon, R.D., 2019. Hotel's online reviews and ratings: a cross-cultural approach. *International Journal of Contemporary Hospitality Management* 31. <https://doi.org/10.1108/IJCHM-05-2018-0413>
38. Lindley, S.E., Harper, R., Sellen, A., 2009. *Desiring to be in touch in a changing communications landscape: Attitudes of older adults*, in: Conference on Human Factors in Computing Systems - Proceedings. <https://doi.org/10.1145/1518701.1518962>
39. Lockyer, T., 2002. Business guests' accommodation selection: The view from both sides. *International Journal of Contemporary Hospitality Management* 14. <https://doi.org/10.1108/09596110210436832>
40. Ma, C., Fan, A., Mattila, A.S., 2024. Decoding the shared pathways of consumer technology experience in hospitality and tourism: A meta-analysis. *Int J Hosp Manag* 118. <https://doi.org/10.1016/j.ijhm.2023.103685>
41. Martínez-González, J.A., Álvarez-Albelo, C.D., 2021. Influence of site Personalisation and first impression on young consumers' loyalty to tourism websites. *Sustainability* (Switzerland) 13. <https://doi.org/10.3390/su13031425>
42. <https://doi.org/10.3389/fpsy.2021.559954>
43. Memarzadeh, F., Blum, S., & Adams, C. (2017). How Do Online Reviews Affect Business Travelers' Accommodation Choices?: The Application of Theory of Reasoned Action (TRA). *International Journal of Tourism and Hospitality Management in the Digital Age*, 1(1), 50–65. <https://doi.org/10.4018/IJTHMDA.2017010104>
44. Mičík, M., & Gangur, M. (b.r.). Understanding social commerce use intention: A mixed-method approach based on structural equation modeling and fuzzy-set qualitative comparative analysis.
45. Molina-Collado, A., Gómez-Rico, M., Sigala, M., Molina, M.V., Aranda, E., Salinero, Y., 2022. Mapping tourism and hospitality research on information and communication technology: a bibliometric and scientific approach. *Information Technology and Tourism*. <https://doi.org/10.1007/s40558-022-00227-8>
46. Mountasser, I., Ouhbi, B., Hdioud, F., Frikh, B., 2019. Ontology-based open tourism data integration framework: Trip planning platform, in: AI and Big Data's Potential for Disruptive Innovation. <https://doi.org/10.4018/978-1-5225-9687-5.ch002>
47. Nastisin, L., Gavurova, B., Bacik, R., Svetozarovova, N., & Fedorko, R. (2021). Sustainable Performance Of Players In The Global Aviation Industry In The Light Of Multi-Factor Analysis Of Online Reputation: *International Journal of Entrepreneurial Knowledge*, 9(1), 1-9. doi: 10.37335/ijek.v9i1.130.
48. Pabel, A., Cassidy, L., 2023. Holiday photographic trends: Geographic origin and the male/female divide. *Journal of Vacation Marketing* 29. <https://doi.org/10.1177/13567667221109269>
49. Park, H., Lee, M., Back, K.J., 2023. A critical review of technology-driven service innovation in hospitality and tourism: current discussions and future research agendas. *International Journal of Contemporary Hospitality Management* 35. <https://doi.org/10.1108/IJCHM-07-2022-0875>

50. Pawlicz, A., Petaković, E., Vrtodušić Hrgović, A.M., 2022. Beyond Airbnb. Determinants of Customer Satisfaction in P2P Accommodation in Time of COVID-19. *Sustainability* (Switzerland) 14. <https://doi.org/10.3390/su141710734>
51. Preston, C., Moore, S., 2019. Ringing the changes: The role of telephone communication in a helpline and befriending service targeting loneliness in older people. *Ageing Soc* 39. <https://doi.org/10.1017/S0144686X18000120>
52. Provenzano, D., Baggio, R., 2020. E-tourism economics: Editorial for the special issue. *Tourism Economics*. <https://doi.org/10.1177/1354816619890222>
53. Sabiote-Ortiz, C.M., Frías-Jamilena, D.M. and Castañeda-García, J.A., 2016. Overall perceived value of a tourism service delivered via different media: A cross-cultural perspective. *Journal of Travel Research* 55. <https://doi.org/10.1177/0047287514535844>
54. Sánchez-Amboage, E., Enrique Membiola-Pollán, M., Martínez-Fernández, V.A., Molinillo, S., 2023. Tourism marketing in a metaverse context: the new reality of European museums on meta. *Museum Management and Curatorship* 38. <https://doi.org/10.1080/09647775.2023.2209841>
55. Silvano, A.P., Eriksson, J., Henriksson, P., 2020. Comparing respondent characteristics based on different travel survey data collection and respondent recruitment methods. *Case Stud Transp Policy* 8. <https://doi.org/10.1016/j.cstp.2020.05.015>
56. Sim, Y., Lee, S.K., Sutherland, I., 2021. The impact of latent topic valence of online reviews on purchase intention for the accommodation industry. *Tour Manag Perspect* 40. <https://doi.org/10.1016/j.tmp.2021.100903>
57. Stefko, R., Fedorko, R., Bacik, R., Rigelsky, M., & Olearova, M. (2020). Effect of service quality assessment on perception of TOP hotels in terms of sentiment polarity in the Visegrad group countries. *Oeconomia Copernicana*, 11(4), 721–742. <https://doi.org/10.24136/oc.2020.029>
58. Stremousova, E., & Buchinskaia, O. (2019). Some Approaches To Evaluation Macroeconomic Efficiency Of Digitalisation. *Business, Management and Education*, 17(2), 232–247. <https://doi.org/10.3846/bme.2019.11326>
59. Tahotný et al. (2024). A novel approach to commercial property valuation: Successive term indexing and its competitive implications. *Acta Montanistica Slovaca*, 29(v29/i2), 500–512. <https://doi.org/10.46544/AMS.v29i2.21>
60. Tiwari, V., Mishra, A., Tiwari, S., 2024. Role of data safety and perceived privacy for acceptance of IoT-enabled technologies at smart tourism destinations. *Current Issues in Tourism* 27. <https://doi.org/10.1080/13683500.2023.2247534>
61. Venkatesh, V., Morris, M.G., Davis, G.B. and Davis, F.D., 2003. User acceptance of information technology: Toward a unified view. *MIS quarterly* 27. <https://doi.org/10.2307/30036540>
62. Verma, R., Stock, D., McCarthy, L., 2012. Customer Preferences for Online, Social Media, and Mobile Innovations in the Hospitality Industry. *Cornell Hospitality Quarterly* 53. <https://doi.org/10.1177/1938965512445161>
63. Victor, V., Thoppan, J. J., Fekete-Farkas, M., & Grabara, J. (2019). Pricing strategies in the era of digitalisation and the perceived shift in consumer behaviour of youth in Poland. *Journal of International Studies*, 12(3), 74–91. <https://doi.org/10.14254/2071-8330.2019/12-3/7>
64. Wang, D., Xiang, Z., Law, R., Ki, T.P., 2016. Assessing Hotel-Related Smartphone Apps Using Online Reviews. *Journal of Hospitality Marketing and Management* 25. <https://doi.org/10.1080/19368623.2015.1012282>
65. Yallop, A.C., Gică, O.A., Moisesescu, O.I., Coroş, M.M., Séraphin, H., 2023. The digital traveller: implications for data ethics and data governance in tourism and hospitality. *Journal of Consumer Marketing* 40. <https://doi.org/10.1108/JCM-12-2020-4278>
66. Ye, S., Lei, S.I., Zhao, X., Zhu, L., Law, R., 2023. Modeling tourists' preference between hotels and peer-to-peer (P2P) sharing accommodation: a pre- and post-COVID-19 comparison.

- International *Journal of Contemporary Hospitality Management* 35. <https://doi.org/10.1108/IJCHM-12-2021-1556>
67. Young, C.A., Corsun, D.L., Xie, K.L., 2017. Travelers' preferences for peer-to-peer (P2P) accommodations and hotels. *International Journal of Culture, Tourism, and Hospitality Research* 11. <https://doi.org/10.1108/IJCTHR-09-2016-0093>
68. Yu, M., Zhou, R., Cai, Z., Tan, C.W., Wang, H., 2020. Unravelling the relationship between response time and user experience in mobile applications. *Internet Research* 30. <https://doi.org/10.1108/INTR-05-2019-0223>
69. Zahratu, S.A., Hurriyati, R., 2020. Electronic Word of Mouth and Purchase Intention on Traveloka. <https://doi.org/10.2991/aebmr.k.200131.008>
70. Zentner, H., Gračan, D., Barkidžja Sotošek, M., 2022. Digital Business Models in the Hospitality Sector: Comparing Hotel Bookings with Yacht Charter Bookings. *Sustainability* (Switzerland) 14. <https://doi.org/10.3390/su141912755>
71. Zhang, A., Wroblewski, K.E., Imbery, T.E., McClintock, M.K., Hawkley, L.C., Pinto, J.M., 2023. Can Digital Communication Protect Against Depression for Older Adults With Hearing and Vision Impairment During COVID-19? *Journals of Gerontology - Series B Psychological Sciences and Social Sciences* 78. <https://doi.org/10.1093/geronb/gbac193>

Brief description of Author/Authors:

Renáta Křečková

ORCID ID: <https://orcid.org/0009-0004-1363-3912>

Affiliation: Department of Trade and Finance, Faculty of Economics and Management, Czech University of Life Sciences Prague, Kamýcká 129, 165 21 Prague, Czech Republic, <https://pef.czu.cz/en>

Email: kreckova@pef.czu.cz

Renáta Křečková is a PhD student focusing on hospitality, retail management, business economics, and consumer behavior research.

Daniela Šálková, doc., Ph.D.

ORCID ID: <https://orcid.org/0000-0002-9930-8595>

Affiliation: Department of Trade and Finance, Faculty of Economics and Management, Czech University of Life Sciences Prague, Kamýcká 129, 165 21 Prague, Czech Republic, <https://pef.czu.cz/en>

Email: salkova@pef.czu.cz

Daniela Šálková is an Associate Professor focusing on retail, hospitality, Customer, ethical behavior, marketing, and sustainable business development.

Radka Procházková Ph.D.

ORCID ID: <https://orcid.org/0000-0001-6183-1818>

Affiliation: Department of Statistics, Faculty of Economics and Management, Czech University of Life Sciences Prague, Kamýcká 129, 165 21 Prague, Czech Republic, <https://pef.czu.cz/en>

Email: prochazkova@pef.czu.cz

Radka Procházková focuses on applied statistics, statistical methods in marketing and business, sample surveys, multivariate statistical methods, biological data analysis, and biometrics.

Radek Trnka, Ph.D.

ORCID ID: <https://orcid.org/0000-0003-3731-468X>

Affiliation: Department of Trade and Finance, Faculty of Economics and Management, Czech University of Life Sciences Prague, Kamýcka 129, Prague 6, 16521, <https://www.pef.czu.cz/en>

Email: trnkar@volny.cz

Radek Trnka is Professor of Psychology. His research interests include emotions, consciousness, creativity, psychotherapy, Indigenous healing, and the interactions between culture and the human mind. He is the author of numerous papers published in international peer-reviewed journals.