

behavior, and let them understand what their advantages are and what their targets need. On the other hand, it has significant meaning for hotel managers using the feedback information from tourists to control their products quality. This particularity needs to be taken into account to transfer other sectors.

Firstly, third-party websites served as trusted hotel booking information to their clients offer numerous first-hand comments and ratings posted by travelers assessing, discussing, and dissecting virtually most hotels and restaurants in any major city, which incredibly changed the way of tourist attention to economy hotels. Secondly, economy hotel should take advantage of city supporting facilities, especially traffic and around environment to satisfy tourists need. Thirdly comfortable factor play a hygiene role for tourists sensory. However, this sensory does not cause unhappy and attention of tourists until it turn out to be in a totally bad condition. Consequently, hotel manager should take this sensory seriously for the future, and make sure to strengthen intense sense of belong for consumer. Finally, this paper confirmed that tourist has the tendency to be more rational and more mature, which has a high attention for hospitality service, such as traffic, parking or free Internet instead of price attention. That is to say, with the development of information technology, tourists' demand level have transformed from whether with or without to whether good or bad. Therefore, economy hotel should improve more professional service to adapt to tourist need change. All in all, marketers need to learn how to control this new and powerful force and react quickly.

However, the hotels we selected for this study are located in the same palce. (i.e.xi'an). It could be argued that local economy and target consumers of hotels are different to a large degree. Therefore, the restricted area scope of this study should be highlighted as a limitation to its validity and findings. At the same time, this limitation presents the opportunity of replicating this type of research in other area settings.

Acknowledgment

The authors would like to give sincere thanks to Professor J.Y. Li for kindly providing me with relevant instructions and J.Z. Gao for help on the statistical analysis of the Grounded Theory approach.

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