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ROADSIDE MOTELS AND TRANSIT MOBILITY IN SERBIA

Abstract: Roadside accommodation facilities play an essential infrastructural role within transport corridors, supporting transit mobility, regional connectivity, and spatial development. This study examines the functional characteristics of motels along major transport corridors in Serbia and conceptualizes them as elements of transport-linked land-use infrastructure, rather than destination-oriented tourism facilities. Using survey data collected from transit travelers and contextual insights into corridor infrastructure, the research analyzes socio-demographic patterns of demand, with a particular focus on differences between business and leisure travelers. The results show that roadside motels predominantly serve functional, short-stay mobility purposes, with older and business travelers reporting significantly higher satisfaction with motel services compared to younger and leisure travelers. Variables such as gender, income, education, and country of origin did not show statistically significant effects. These findings enhance the understanding of roadside accommodation within mobility systems and underline the importance of aligning service provision with the needs of different traveler groups. The study also highlights the relevance of roadside motels for corridor planning and mobility services, offering implications for the broader spatial development of transport-linked regions in Central and Southeast Europe.

Keywords: roadside accommodation, transit mobility, transport corridors, land-use infrastructure, socio-demographic patterns

Introduction

Transport systems have long been recognized as fundamental structures shaping mobility, spatial organization, and regional development (Rodrigue, 2020; Hall & Page, 2014). In Europe, road transport remains the dominant mode of travel, offering flexibility, autonomy, and direct access to both destinations and transit routes. The rise of automobility has also contributed to the growth of transit tourism — a form of tourism in which movement through space is central, and the country is experienced not primarily as a destination but as a passage (Lumsdon & Page, 2007).

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To support this form of mobility, a distinct type of hospitality infrastructure has developed globally: roadside motels. First established in the United States in the 1920s, motels became a widespread form of accommodation along road corridors, offering essential services such as short-stay lodging, secure parking, and basic amenities (Jakle, Sculle & Rogers, 1996). While formally part of the hospitality sector, motels function spatially as nodes embedded in mobility networks, providing services to travelers in transit rather than destination-based tourists (Timothy & Teye, 2009; Eichhorn, 2015).

Despite their functional importance, roadside motels have received limited academic attention, especially in Europe and the Western Balkans. Much of the tourism literature centers on hotels in leisure destinations and focuses on visitor experience, quality perception, and service attributes (Dolnicar & Otter, 2003; Weber, 2000; Poon & Low, 2005; Vargas-Calderón et al., 2021; Perdomo-Verdecia et al., 2024). At the same time, research in transport geography often overlooks accommodation services altogether, treating them as external to mobility infrastructure. This creates a conceptual and empirical gap regarding service quality, user profiles, and traveler satisfaction in roadside hospitality settings.

This deficit is particularly notable in countries with strong transit mobility patterns — such as Serbia, which lies along key European transport routes, including Corridor 10. Historically, motels were widely developed across Yugoslavia in the mid-20th century as an essential part of transit tourism infrastructure (Štetić, 1984). More recent official statistics for Serbia indicate a decline in the number of registered motels from 16 establishments with 883 beds in 2017 to 9 establishments with 522 beds in 2020 (Statistical Office of the Republic of Serbia, 2017, 2020). This reduction indicates a contraction in the registered motel segment, while the remaining establishments need to adapt to contemporary traveler expectations, mobility needs, and market conditions.

The decline of the traditional motel segment and the need for the remaining establishments to adapt to changing mobility patterns and traveler expectations highlight the importance of better understanding the users of roadside accommodation. Understanding how different types of mobile travelers evaluate motel services is therefore essential - not only from a hospitality perspective, but also from a spatial planning and corridor development perspective. Scholarship has repeatedly shown that factors influencing accommodation choice and satisfaction include both tangible elements (e.g., parking, cleanliness, noise) and intangible ones (e.g., communication, perceived value, trust) (Babakus et al., 2005; Lockyer, 2002; Vargas-Calderón et al., 2021; Perdomo-Verdecia et al., 2024). Yet, little research has examined how perceptions differ across distinct socio-demographic groups of transit travelers.

Recent studies outside Serbia have examined motels from several specific perspectives, including automation and technology in South Korean motels (Kim & Kim, 2018), the historical development of roadside motels in the western United States (Rugh, 2022), and the architectural and spatial role of the Sljeme motel chain along the Adriatic Highway (Čavlović, 2018). However, these studies primarily focus on technological, historical, architectural, and spatial aspects. Empirical research examining how socio-demographic and travel-related characteristics influence transit travelers' evaluations of motel services remains limited, particularly in the context of roadside accommodation along major transport corridors in Southeastern Europe.

This study addresses this research gap by examining user satisfaction with motel services along major road corridors in Serbia, with a focus on variation across demographic and travel-related characteristics. Based on an anonymous survey of domestic and international transit travelers, regression models with dummy variables were employed to determine whether socio-demographic factors such as age, travel purpose, employment status, and marital status influence the perceived overall quality of motel services.

The aim of this paper is twofold:

- to identify which socio-demographic variables significantly affect service satisfaction in roadside motels along transport corridors, and
- to interpret these findings in the broader context of mobility infrastructure and land-use planning.

By approaching motels as infrastructural nodes rather than purely touristic spaces, this research contributes to ongoing interdisciplinary debates on mobility, corridor development, and spatially embedded hospitality services. It reframes roadside accommodation as a spatial component of transport infrastructure that enables continuous travel and influences travelers' experience of transit regions. More specifically, this interpretation is based on the practical role of motels in providing short-stay accommodation and essential services that allow travelers to interrupt and continue their journeys along major road corridors. In this sense, the study connects motel service provision with broader discussions on transport mobility, corridor-based services, and the role of roadside facilities within transit regions.

Material and methods

In this study, respondents were motel guests in Serbia of various nationalities who had used accommodation and dining services in one of the eight selected motels. A pilot test of the questionnaire, with 10 domestic and 10 foreign motel guests randomly selected, was previously conducted to verify the reliability of our measurement instrument.

A stratified sampling method was used, with each stratum representing an individual motel. Within each stratum, 60 motel guests were selected by random sampling. The elimination question in the study was: "Have you used the accommodation service at the motel where you are currently staying?" If respondents answered positively, they were invited to continue in the study. In this way, we ensured that only those who had used the accommodation service were included in the sample, as they alone could accurately evaluate satisfaction with the full range of services provided by motels in Serbia.

All questions aimed at measuring guest satisfaction were assessed using a five-point Likert scale (1 - not important at all; 2 - not important; 3 - neither important nor unimportant; 4 - important; 5 - extremely important). The scales used in the study were adopted from Clemes et al. (2011) and Meng and Elliott (2008). Building on the 14 dimensions of guest expectations identified in the previous research, this part of the study measured guest satisfaction with services in a specific motel. Additionally, the model included several dimensions from the original framework proposed by Clemes et al. (2011): Overall Service Quality, Value, Overall Satisfaction, and Behavioral Intentions.

Respondents were asked to report their exact age in years, and these responses were subsequently categorized into four age groups: under 30 years, thirties (30–39), forties

(40–49), and 50 years and older. Education was assessed using an ordinal scale with four categories: “High School”, “College”, “Undergraduate Studies” and “Master’s or Doctoral Studies”. The variable “Nationality” was measured on a nominal scale (Domestic Guest or Foreign Guest). Income was measured using an ordinal scale with three categories: below average, around average, and above average. The purpose of travel was measured on a nominal scale with two categories: Business Trip and Private Trip/Holiday.

480 valid questionnaires were included in the analysis, comprising 60 respondents from each of eight selected motels in Serbia. Only adult individuals were included in the study. The sample included a higher number of male respondents (59.6%), while female respondents accounted for 40.4%. The largest group of respondents was in the 40 to 49 years age category (49.2%), followed by those in the 30 to 39 years age category (25%). More than two-thirds of the sample consisted of respondents who were married or in a relationship. The majority of respondents were employed (55.4%), followed by unemployed individuals (30.4%). Regarding the purpose of travel, 59.6% of respondents were traveling for business, while 40.4% were traveling for private or leisure purposes.

For all 18 proposed scales measuring guest expectations, we tested reliability. Cronbach's alpha values for all dimensions ranged between 0.61 and 0.89. All values were above the proposed value of 0.6. For all 18 newly created dimensions (variables), we performed the Kolmogorov–Smirnov test to assess their normality, with statistical significance set at $p < 0.001$ for all guest expectation dimensions.

The main aim of the further analysis was to determine how various socio-demographic variables describing motel guests in Serbia influence their overall service quality assessment. To this end, we developed regression models by incorporating dummy variables. Given that these variables exhibit relatively weak measurement properties and are recorded on nominal or ordinal scales, they were included in the model as artificial constructions, commonly referred to as dummy variables.

In practical terms, this procedure allowed categorical characteristics such as age group, travel purpose, employment status, and marital status to be included in the regression analysis. Each category was represented by a binary variable and compared with a selected reference category, making it possible to determine whether different groups of motel guests evaluated overall service quality differently.

Results

We used multiple regression analysis to determine the impact of specific dimensions of guest satisfaction with motel services on the overall quality of service in the motel. Accordingly, the model included 14 dimensions of guest satisfaction. Based on the results presented in Table 1, the variance inflation factor (VIF) values ranged from 1.246 to 2.277. Since all values were below the commonly accepted cut-off value of 5, no serious multicollinearity was detected among the independent variables included in the model. The statistical contribution of individual predictors was assessed separately based on their regression coefficients and associated p -values. However, in the subsequent analysis, we excluded independent variables whose coefficients did not show a statistically significant effect on the dependent variable “Overall Service Quality” ($p > 0.05$): Staff Professionalism, Reservation Accuracy, Room, Billing and Payment Accuracy, Location, Pleasant Stay, Physical Environment of the Restaurant, and Food Quality. The multiple correlation coefficient (R) is 0.711,

indicating a strong relationship between the dependent variable and all independent variables included in the regression model. The adjusted multiple determination coefficient is 0.593, indicating that 59.3% of the variability in the dependent variable “Overall Service Quality” is explained by the independent variables in the model. The Durbin–Watson statistic is 1.551, suggesting positive autocorrelation among residuals; however, this is not a serious issue (acceptable Durbin–Watson values are greater than 1 and less than 3). Regression equations were used for results presentation because they provide a concise mathematical representation of the relationship between variables, allow prediction of outcomes, and enable readers to assess the magnitude and direction of the observed effects. Based on the results presented, we constructed the following regression model:

$$y = 3.174 + 0.223 \times \text{tangible elements} + 0.297 \times \text{parking} + 0.199 \times \text{noise} + 0.123 \times \text{safety} + 0.090 \times \text{communication} + 0.159 \times \text{benefits} \quad (1)$$

Among the statistically significant predictors, parking had the strongest positive association with overall service quality ($B = 0.297$), followed by tangible elements ($B = 0.223$), noise protection ($B = 0.199$), perceived benefits ($B = 0.159$), safety ($B = 0.123$), and communication ($B = 0.090$). Holding the remaining variables constant, a one-unit increase in each predictor was associated with an increase in the assessment of overall service quality equal to the corresponding regression coefficient.

Table 1. Multiple regression model of overall service quality

Predictor	Unstandardized coefficients (B)	Standardized error	t	Sig. (p)	Tolerance	VIF
Constant	3.174	0.342	9.288	0.000		
Tangible Elements	0.223	0.068	3.290	0.001	0.663	1.509
Parking	0.297	0.053	5.629	0.000	0.676	1.480
Noise	0.199	0.027	7.433	0.000	0.439	2.277
Safety	0.123	0.015	8.096	0.000	0.458	2.186
Communication	0.090	0.036	2.477	0.014	0.660	1.514
Benefits	0.159	0.037	4.303	0.000	0.802	1.246

In the first stage, the model included only dichotomous variables describing the respondents’ socio-demographic profile: Gender, Reason for Travel, Country of Origin, and Place of Growing Up. Based on the results presented, we conclude that only the variable “Reason for Travel” has a statistically significant effect on guests’ evaluations of the overall quality of motel services, whereas the other newly introduced variables do not ($p > 0.05$). The multiple correlation coefficient is 0.729, indicating a strong relationship between the dependent variable and all independent variables in the regression model. The adjusted multiple determination coefficient is 0.617, which explains a greater proportion of the variability in the dependent variable “Overall Service Quality” through the independent variables included in the model (61.7%). The Durbin–Watson statistic is 1.522, suggesting positive autocorrelation in the residuals, which does not seriously affect the model’s quality. Results indicate that at least one regression coefficient in the new model differs statistically significantly from zero ($p < 0.01$).

Based on the results presented in Table 2, we construct the following regression model:

$$y = 3.011 + 0.099 \times \text{reason for travel} + 0.248 \times \text{tangible elements} + 0.275 \times \text{parking} + 0.177 \times \text{noise} + 0.114 \times \text{safety} + 0.088 \times \text{communication} + 0.147 \times \text{benefits} \quad (2)$$

For the dummy variable “Reason for Travel,” we have two regression equations:

For private travel:

$$y = 3.011 + 0.248 \times \text{tangible elements} + 0.275 \times \text{parking} + 0.177 \times \text{noise} + 0.114 \times \text{safety} + 0.088 \times \text{communication} + 0.147 \times \text{benefits} \quad (3)$$

For business travel:

$$y = 3.110 + 0.248 \times \text{tangible elements} + 0.275 \times \text{parking} + 0.177 \times \text{noise} + 0.114 \times \text{safety} + 0.088 \times \text{communication} + 0.147 \times \text{benefits} \quad (4)$$

Based on the presented results, the positive and statistically significant unstandardized regression coefficient for Reason for Travel ($B = 0.099$, $p < 0.001$) indicates that, while holding all other variables constant, participants traveling for business rated overall motel service quality 0.099 points higher than those traveling for private purposes. This difference is also reflected in the two regression equations, in which the predicted intercept increases from 3.011 for private travelers to 3.110 for business travelers.

Table 2. Regression model including dichotomous socio-demographic variables

Predictor	Unstandardized coefficients (B)	Standardized error	t	Sig. (p)	Tolerance	VIF
Constant	3.011	0.337	8.942	0.000		
Reason for Travel	0.099	0.028	3.543	0.000	0.915	1.093
Tangible Elements	0.248	0.067	3.730	0.000	0.655	1.527
Parking	0.275	0.052	5.299	0.000	0.666	1.502
Noise	0.177	0.027	6.592	0.000	0.416	2.405
Safety	0.114	0.015	7.595	0.000	0.445	2.247
Communication	0.088	0.035	2.480	0.014	0.660	1.514
Benefits	0.147	0.036	4.061	0.000	0.760	1.257

In the following section, the impact on the existing model of variables describing the socio-demographic profiles of guests with more than two categories was examined by including them in the regression model as a group to assess their influence. Therefore, each of these variables (Age, Monthly Income, Employment Status, Marital Status, and Level of Education) was recoded into multiple dummy variables, depending on the number of categories within each variable. When incorporating these variables into the existing model, one category must be designated as the reference category, excluded from the model due to potential multicollinearity. None of the additional dummy variables from the “Monthly Income” group has a statistically significant impact on the dependent variable “Overall Service Quality,” with guests with below-average income serving as the reference category.

Table 3 presents the results, which indicate that, compared with participants under 30 years of age, participants aged 31-40 reported significantly higher satisfaction with motel services ($B = 0.142$, $p = 0.005$), as did participants aged 41-50 ($B = 0.132$, $p = 0.012$). Participants aged 50 years and older also had a positive regression coefficient ($B = 0.117$), indicating higher estimated satisfaction than the reference group; however, this difference was not statistically significant ($p = 0.105$). Therefore, statistically significant differences were identified only between participants under 30 and those aged 31-40 and 41-50.

Table 3. Regression model including age categories

Predictor	Unstandardized coefficients (B)	Standardized error	t	Sig. (p)	Tolerance	VIF
Constant	2.829	0.342	8.621	0.000		
Tangible Elements	0.226	0.068	3.308	0.001	0.606	1.651
Parking	0.267	0.052	5.146	0.000	0.652	1.534
Noise	0.198	0.028	7.190	0.000	0.384	2.620
Safety	0.095	0.017	5.507	0.000	0.326	3.071
Communication	0.087	0.035	2.453	0.014	0.646	1.548
Benefits	0.159	0.036	4.397	0.000	0.784	1.276
Reason for Travel	0.093	0.029	3.168	0.002	0.819	1.221
Age_d2	0.142	0.050	2.810	0.005	0.354	2.823
Age_d3	0.132	0.052	2.522	0.012	0.247	4.053
Age_d4	0.117	0.072	1.625	0.105	0.460	2.132

Based on the results shown in Table 4, employment status had a statistically significant effect on overall service quality. Students were selected as the reference category. Compared with students, unemployed participants ($B = 0.133$, $p = 0.004$) and retired participants ($B = 0.292$, $p = 0.018$) reported significantly higher satisfaction with motel services. Although employed participants also had a positive coefficient ($B = 0.090$), this difference was not statistically significant ($p = 0.053$).

Table 4. Regression model including employment status

Predictor	Unstandardized coefficients (B)	Standardized error	t	Sig. (p)	Tolerance	VIF
Constant	2.937	0.334	8.942	0.000		
Tangible Elements	0.267	0.066	4.036	0.000	0.639	1.566
Parking	0.252	0.052	4.888	0.000	0.651	1.536
Noise	0.193	0.027	7.14	0.000	0.393	2.547
Safety	0.118	0.015	7.751	0.000	0.413	2.419
Communication	0.086	0.035	2.451	0.015	0.64	1.562
Benefits	0.133	0.036	3.681	0.000	0.772	1.296
Reason for Travel	0.100	0.028	3.648	0.000	0.912	1.097
Employed	0.090	0.046	1.943	0.053	0.312	3.209
Unemployed	0.133	0.045	2.926	0.004	0.382	2.616
Retiree	0.292	0.123	2.373	0.018	0.892	1.122

Based on the results shown in Table 5, marital status had a statistically significant effect on overall service quality. The category "Other" was selected as the reference category. Compared with this reference category, married participants ($B = 0.162$, $p = 0.030$), participants in a relationship ($B = 0.160$, $p = 0.023$), and single participants ($B = 0.257$, $p < 0.001$) reported significantly higher satisfaction with motel services.

Table 5. Regression model including marital status

Predictor	Unstandardized coefficients (B)	Standardized error	t	Sig. (p)	Tolerance	VIF
Constant	3.229	0.341	9.468	0.000		
Tangible Elements	0.239	0.066	3.599	0.000	0.639	1.566
Parking	0.286	0.051	5.616	0.000	0.651	1.536
Noise	0.180	0.026	6.85	0.000	0.393	2.547
Safety	0.126	0.015	8.281	0.000	0.413	2.419
Communication	0.079	0.035	2.269	0.024	0.640	1.562
Benefits	0.150	0.036	4.218	0.000	0.772	1.296
Reason for Travel	0.094	0.027	3.440	0.001	0.912	1.097
Married	0.162	0.074	2.184	0.030	0.312	3.209
In a relationship	0.160	0.070	2.283	0.023	0.382	2.616
Single	0.257	0.072	3.580	0.000	0.892	1.122

Discussion

The findings of this study provide new insights into how different groups of transit travelers evaluate motel services along major road corridors in Serbia. By integrating multiple regression analysis with dummy variables, the study contributes to a more nuanced understanding of user satisfaction in mobility-dependent hospitality infrastructure. This perspective extends beyond traditional hotel research, positioning roadside motels as functional elements of transport and land-use systems rather than as destination-oriented accommodation.

The initial multiple regression model demonstrated that overall guest satisfaction with motel services is primarily influenced by satisfaction with tangible elements, parking, adequate noise protection, safety, communication, and perceived benefits. These findings are generally consistent with previous studies in the hotel and lodging sector, which have emphasized the central role of tangible attributes and basic infrastructural services in shaping user satisfaction (Weber, 2000; Dolnicar & Otter, 2003; Poon & Low, 2005). The strong influence of parking and noise protection further underscores the specific context of roadside accommodation, where ease of access, vehicle security, and environmental comfort are paramount. These attributes directly support the practical needs of travelers in transit by facilitating safe stopping, temporary rest, and the continuation of the journey. This aligns with the broader mobilities perspective, which views accommodation along transport corridors as an integral component of the travel experience (Eichhorn, 2015).

When dummy variables were introduced into the model, several critical socio-demographic patterns emerged. Guests traveling for business purposes showed significantly higher satisfaction with motel services than leisure-oriented transit travelers. This finding is consistent with earlier and more recent research showing that business travelers place particular importance on convenience, suitability, comfort, security, and reliable service provision when selecting accommodation (Lockyer, 2002; Narula et al., 2022). Conversely, leisure travelers may have more diverse expectations, including destination-related amenities or a wider range of services, which motels may not always offer.

The results also revealed that age, employment status, and marital status significantly affect perceived service quality, while gender, country of origin, monthly income, and education level do not. The influence of age and employment status on satisfaction has been noted in previous hospitality studies, which show that life stage and occupational background often shape expectations and perceptions of service experiences (Clemes et al., 2011; Ariffin & Maghzi, 2012; Hsu et al., 2013). Our findings extend this literature to the context of transit tourism, suggesting that older travelers, employed individuals, and those in stable personal circumstances (e.g., married or in a relationship) may consider reliability, safety, and accessibility as significant features-attributes that motels in Serbia provide to varying extents.

In contrast, the absence of significant differences based on gender, income, or education suggests that satisfaction with motel services along transport corridors may be less susceptible to socioeconomic disparities. This may indicate that transit accommodation—unlike destination hotels—is evaluated primarily through functional and utilitarian criteria rather than status-related or lifestyle-driven expectations. This pattern supports the idea that roadside motels represent a form of “infrastructure-based hospitality”, where satisfaction is influenced more by mobility-related needs than by socio-cultural preferences.

From a broader land-use and mobility perspective, these findings underscore the importance of strategically planning and upgrading roadside accommodation to better meet the needs of diverse traveler groups. This implication follows from the finding that parking, safety, and noise protection significantly influence perceived service quality, indicating that these attributes are particularly relevant for travelers in transit. Motels along transport corridors may therefore serve as micro-nodes of accessibility and rest within larger mobility networks. Although the study did not directly assess the overall functionality of transport corridors, adequately equipped roadside accommodation can contribute to the comfort, safety, and continuity of transit travel. This aligns with current discussions in transport geography and land-use planning concerning place-based mobility planning and mobility hubs, which emphasize adapting transport infrastructure and complementary services to users' needs and specific spatial contexts (Galanakis et al., 2024; Hachette & L'Hostis, 2023).

Furthermore, the identification of socio-demographically distinct patterns of satisfaction provides a basis for segmenting transit travelers into meaningful groups. The results support the broader hypothesis that traveler characteristics and preferred hospitality services can be used to distinguish different types of transit tourists. This finding is consistent with earlier studies in consumer behavior and hospitality segmentation (Clemes et al., 2011; Ariffin & Maghzi, 2012) and demonstrates its applicability within the under-researched context of roadside motels in Southeastern Europe.

Future research should explore these patterns in greater depth. Comparative studies across different road corridors or countries could identify whether similar socio-demographic differences appear in other transit contexts. Additionally, integrating spatial data on motel locations, land-use characteristics, and transport flows could provide a more holistic understanding of how motel infrastructure fits within broader mobility systems. Qualitative research, such as interviews with guests and managers, could also enrich the findings by revealing the experiential and operational dimensions behind the observed statistical patterns.

Overall, this study enhances the understanding of roadside motels as essential components of mobility infrastructure and underscores the importance of aligning their services with the diverse needs of transit traveler groups. By integrating insights from hospitality studies, transport geography, and mobility research, the findings offer valuable implications for motel management, corridor development, and land-use planning.

Conclusion

This study contributes to a deeper understanding of roadside motels as functional elements of mobility infrastructure within broader transport and land-use systems. The empirical findings demonstrate that perceived overall service quality in Serbian roadside motels is primarily influenced by tangible elements, parking availability, noise protection, safety, communication, and perceived benefits. The particular importance of parking, safety, and environmental comfort reflects the functional requirements of travelers in transit, for whom roadside accommodation serves as a temporary point of rest and support as they continue their journey.

The results further show that evaluations of motel services vary by travel purpose, age, employment status, and marital status, whereas gender, country of origin, income, and education do not produce statistically significant differences. Business travelers assessed motel service quality more positively than travelers on private trips, suggesting that the functional characteristics of motels align more closely with the expectations of travelers who prioritize accessibility, predictability, and efficiency. The findings also indicate that roadside accommodation is evaluated primarily through practical and utilitarian criteria rather than through status-related or lifestyle-oriented attributes.

These results support the interpretation of roadside motels as infrastructure-based hospitality nodes within transport corridors. Their function extends beyond accommodation, as they offer services that facilitate safe stopping, temporary rest, and the continuation of travel. In this context, improving parking facilities, safety measures, noise protection, and communication may enhance both the guest experience and the capacity of roadside accommodation to support transit mobility.

The study therefore offers practical implications for motel operators and stakeholders involved in roadside accommodation and corridor-based service planning. Service provision should be adapted to the needs of different traveler groups, while planning decisions should recognize the potential role of motels as complementary service points within transport networks. However, the study does not directly examine the spatial distribution of motels, traffic flows, or corridor-level outcomes. Future research should therefore integrate service-quality data with spatial information on motel locations, land-use characteristics, and transport flows. Comparative studies across different countries and qualitative research involving guests and motel managers could further clarify the role of roadside accommodation in contemporary mobility systems.

Conflict of Interest: The authors declare no conflict of interest.

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