

# A Comprehending Approach to Understand Online Hotel Booking Process

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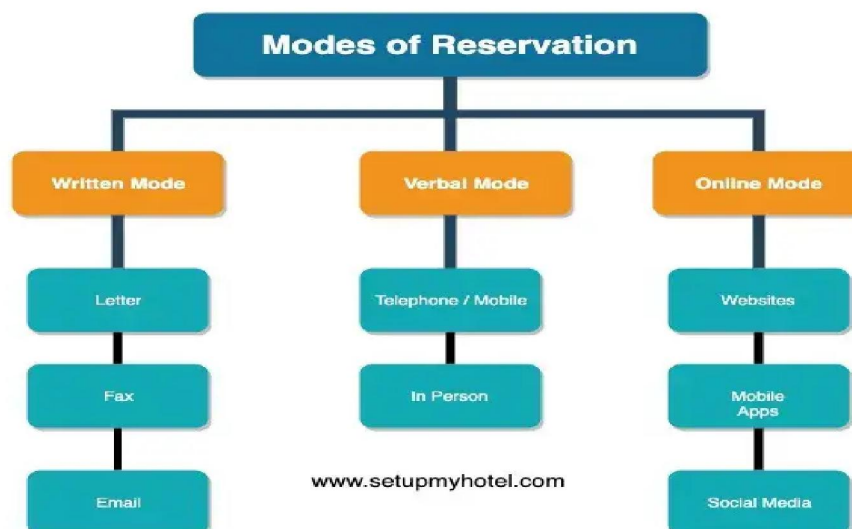
**Abstract:** *The hotel industry is a basic component of tourism. The support of tourism is definitely necessary for business improvement. Because of its close ties to the tourism sector, industry controls the movement of half of the outside trade coming from travel agencies and businesses. Recently, the government has found a means to boost travel and tourism, which has benefited India's hotel industry. Compared to other upscale hotels in the competition, online travel agencies have grown in importance as a source of information and communication for the hospitality sector with the development of information technology.*

**Keywords:** Hotel Industry, Tourism, Online booking.

## I. INTRODUCTION

The hotel industry is a basic component of tourism. Reservations are described as "blocking or booking a specific room type for a potential guest, for a specific period of time." Guests typically prefer to make reservations in advance for hotels in order to guarantee a safe and secure location to stay during their journey to another area, city, state or country. Reservations are routinely accepted by all hotels in an effort to optimize occupancy and room revenue. The reservation department responds to all inquiries about lodging reservations, engages with clients, and continuously checks on the reservation and room statuses.

By way of a contract between the hotel and the guest, it is assumed that when a guest makes a reservation for a specific time, the hotel will accept and honour its pledge. Therefore, a reservation is a bilateral contract between a hotel and a guest, under which the hotel is required to offer the guest the designated room type and the guest is required to agree to pay all applicable fees prior to check in as guarantee or at the time of check in to avoid and minimise skippers. The only way the reservation may be amended or cancelled is with the consent of both the hotel and the guest. The hotel may elect to keep the advance deposit or certain percentage of it received from the guest in order to make up for any lost room revenue if the passenger fails to notify the establishment of his cancellation.



Retention Charges are the sums lost when a guest fails to notify the hotel of his cancellation. Hence hotels make a Contractual deal between the companies and travel agencies to control “No shows” Instead, if a hotel is unable to give a guest a room upon his arrival, the establishment is required to offer substitute housing of an equivalent standard in another hotel and to compensate for any price discrepancies in rooms as well as for additional costs the passenger may have to bear.

Online hotel bookings are a common way to reserve a room. The first known online booking tool was created at the beginning of the 90s, by SABRE and CIS technology provider. Online bookings have everything available, unlike phone bookings where you must provide all the information regarding rooms, pricing plans, etc. The hotel software directly retrieves and manages the reservations and bookings from various platforms. A software program and reservation system known as an online booking system makes it easy for customers to reserve and pay for your trips and activities online. Some of these systems also come with user-friendly capabilities that may be used to increase productivity and increase bookings, such as reporting software for tour operators.

Using an Online Booking System will benefit for following reasons:

- No longer taking calls on the phone.
- Fewer cancellations, more reservations.
- More chances to sell more rooms.
- Fast and safe payments.
- You expand the reach and the world is online. And the audience is also expanded.
- Make sensible, wise choices.
- Make reservations available via resellers.
- No more human mistakes.

Online travel agencies have grown in importance as a source of information and communication for the hospitality sector with the development of information technology. In order to protect their privacy and financial information, travellers can book rooms online. They can also use a variety of online travel agencies to evaluate the costs and amenities offered by various hotels. Although they utilised a static method rather than adopting holistic viewpoints. Online, there are several different hotel aggregator sites. The finest internet resource for finding affordable hotel rooms anywhere in the world is one of these websites. There will be pages of results of suitable hotel rooms available; all you need to do is input the name of the city and the dates of the trip. Online travel agencies now offer images of hotels and rooms, details on costs and offers, and even details on nearby resorts. A lot of internet travel agencies also permit travellers to provide evaluations. Booking last-minute travel arrangements can also be facilitated by booking hotel reservations online. If there are still some available rooms, hotels might reduce the cost of a room. There are numerous websites with a focus on finding cheap hotel rooms.

The support of tourism is definitely necessary for business improvement. Because of its close ties to the tourism sector, industry controls the movement of half of the outside trade coming from travel agencies and businesses. Recently, the government has found a means to boost travel and tourism, which has benefited hotel industry. Compared to other upscale hotels in the competition, online travel agencies have grown in importance as a source of information and communication for the hospitality sector with the development of information technology. Hotel businesses can gain a lot from using online reservation platforms, including improved customer happiness, ease, visibility, and efficiency. However, they also carry a few risks and difficulties that must be controlled. Dealing with technical issues that can impair the system's usability, security, and dependability is one of the key difficulties of using online reservation platforms. Technical hiccups can result in mistakes, delays, overbooking, or data breaches that can damage the company's revenue and reputation. Selecting a trustworthy and dependable platform provider that offers frequent updates, maintenance, backups, and support is crucial for preventing and resolving technical issues. It's also a good idea to test the platform frequently, keep an eye on how it performs, and have a backup plan in case of difficulties.

Meeting the high expectations of clients who seek ease, speed, accuracy, and personalisation is another problem when using online reservation platforms. Customers anticipate that the platform will offer them pertinent information, options, and incentives while also being user-friendly, responsive, and secure. They also anticipate that the platform will accurately reflect the quality and accessibility of the service or item they are booking. It is crucial to develop and manage the platform with the customer in mind, as well as to provide clear and correct information, feedback, and

confirmation, if you want to live up to your customers' expectations. Offering customer care and assistance via a variety of channels, including phone, email, chat, and social media, is also crucial.

Dealing with the competition that results from the market's enhanced openness and transparency is the difficulty of using online reservation platforms. Customers may find it simpler to compare and switch between different suppliers using online reservation platforms, as well as to both influence and be impacted by other customers' reviews and ratings. They may also make it more difficult for providers to stand out from the competition and win customers' loyalty and trust. It's critical to keep an eye on and evaluate market trends, consumer behaviour, and rival strategies while also adapting and innovating to deal with competitive pressure. Delivering high-quality services or products, as well as creating value and engagement for the clients, are equally essential.

It's simple for hotels to market their inventory and attract more reservations Travellers always turn to Google first when they want to make a hotel reservation.

Online hotel reservations are a common way to reserve a room. In order to protect their privacy and financial information, travellers can book rooms online. They can also use a variety of online travel agencies to evaluate the costs and amenities offered by various hotels. Travellers may write, call the hotel directly, or utilize a travel agent to make a reservation before the Internet. Online travel agencies now offer images of hotels and rooms, details on costs and offers, and even details on nearby resorts. A lot of internet travel agencies also permit travellers to provide evaluations.

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