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THE IMPORTANCE OF ONLINE BOOKING IN HOTEL INDUSTRY

Abstract: This thesis examines the importance of online booking in the hotel industry, examining its impact on revenue generation, customer satisfaction and operational efficiency. In an era dominated by digital advancements and changing consumer preferences, it has become imperative for hotels to remain competitive and meet the changing demands of modern travelers by adopting online booking platforms.

Key words: hotel, online booking, Uzbekistan, lodging business

Аннотация: В данной диссертации рассматривается важность онлайн-бронирования в гостиничном бизнесе, изучается его влияние на получение доходов, удовлетворенность клиентов и операционную эффективность. В эпоху, когда доминируют цифровые достижения и меняются потребительские предпочтения, для отелей стало обязательным оставаться конкурентоспособными и удовлетворять меняющиеся потребности современных путешественников, внедряя платформы онлайн-бронирования.

Ключевые слова: гостиница, онлайн-бронирование, Узбекистан, гостиничный бизнес.

Introduction: In an era characterized by rapid technological advances and changing consumer preferences, the hospitality industry faces unprecedented challenges and opportunities. At the heart of these transformations is the pervasive influence of online booking systems, which have revolutionized the way hotels attract, engage and retain guests. The importance of online booking in the hotel industry cannot be overstated; because it not only facilitates seamless booking processes but also serves as a strategic tool for revenue optimization, customer relationship management and operational efficiency.

Literature review: Conceptual Background The hypothetical underpinning of web based booking in the lodging business is established in a few vital ideas and systems. The Technology Acceptance Model (TAM) is one such framework. According to Davis (1989), users' intentions to adopt and use technology are influenced by their perceptions of its usefulness and ease of use. Applied to web based booking frameworks, Hat explains the variables affecting visitors' reception and utilization of these stages, like apparent accommodation, trust, and saw risk (Buhalis and Regulation, 2008). According to Parasuraman et al. (1988), the Service Quality (SERVQUAL) model offers a framework for assessing the quality of online booking experiences in terms of aspects like dependability, responsiveness, assurance, empathy, and tangibles. Hotels can improve service quality and identify areas for improvement in their online booking processes by evaluating these dimensions.

Nowadays, more and more travelers use the Internet to search for information and organize their trips (JNK Liu and Zhang, 2014). The increasing complexity and complexity of Internet use increasing familiarity with various sites such as eBay will increase this upward trend. And finally High scores were given by those who did not use the internet to search for or book hotel rooms various types of Internet use. This bodes well for greater Internet use in the future trip planning and room booking. (Toh, DeKay, & Raven, 2011).

On the consumer side, the Internet has given consumers greater control over access to information about products and services. Consumers search for content online and decide what and when .and how much commercial content they want to see. The Internet allows consumers to

access reduced the wide range of products and services of companies worldwide and the time and effort they spend on shopping (Ko et.2004). Consumers are playing a much more active role in searching for information online to accomplish a goal. A specific purpose or purpose. They access the internet with this goal in mind, and it can achieve it It affects individual behavior and responses to online information. In conclusion, researchers should study why people go online and what activities they do online (Thorson) and Rodgers, 2006).

Online booking means booking a service over the Internet (Bhatiasevi & Yoopetch, 2015). Accommodation facility that wants to minimize operating costs during the search Provides booking services convenient to customers but also to travelers generally hotel website, online travel agency websites etc. Use online booking tools (OBT) such a sand the airline's website. Researchers have identified many factors affecting online booking. Among them, high adoption rates are achieved with extensive implementation strategy is implemented. (Carlson Wagonlit Travel, 2011)

In addition to booking via desktop computer, the customer can also use their mobile phone or other laptop. Mobile devices connecting to wireless networks to book flight tickets, hotel accommodation, and other tourism-related products and services (Yang, Chu, and Yang, 2006). Adoption features online booking technology from service providers and customers in the hospitality industry. It has increased recently due to the ease of checking information, making requests and making requests. Book online (Carlson Wagonlit Travel, 2011). Approximately 148.3 million travel reservations are made online each year (Statistic Brain, 2016). More and more travelers are using the Internet to find information about hotels for their holidays.

When a consumer searches for an intentional booking, they are likely to use the Internet to: Review online reviews listed in Online Booking Tools (OBT). According to the report (Vlachos, Vrechopoulos and Pramadari, 2011 approximately 87% of international travelers. They use the Internet to plan their trips and 43% read reviews. More specifically, nearly half of online consumers are active. Read and post reviews after experiencing service products (Schmidt, Cantallops and dos Santos).

The first systems for the reservation CRS (Computer Reservation System) appeared in 60th of XX century. Another big step in the development was the appearance of GDS (Global Distribution System) which gathered all tourist services. But this service was accessible only for the tourist organizations. To make it easy for the tourist themselves, ADS (Alternative Distribution System) was developed. So users could use the services on the platform for the additional price. Today there are four global GDS systems - Amadeus, Galileo, Worldspan and Sabre, as well as a number of regional systems - SIRENA (Russia), TravelSky (China), Sahara, Infini (Japan), Axess (Japan), Tapas (Korea), Fantasia (South Pacific), Abacus (Asia Pacific) and etc.

According to Dean (2022), 148 million travel bookings in 2018, 82% were made without human intervention, through a mobile app or website. The current growth rate of the online travel sales market is 15.4%, and online hotel bookings are growing by 10.3% annually.

Methods: In addition, to provide context and interpretation for the quantitative findings, qualitative insights were obtained from industry reports and academic journals (Wang et al., 2020). Moreover, reports from significant inn networks and online travel services were analyzed to comprehend industry patterns, advancements, and best practices in web based booking techniques (Jones, 2018). Government distributions, for example, the travel industry reports and strategy archives, were additionally counseled to acquire experiences into administrative structures, market elements, and arising patterns influencing the lodging business (Division of The travel industry, 2021).

Results: The examination of information gathered from business and the travel industry reports uncovered a few critical patterns and examples in the lodging business' use of web based booking frameworks. Key performance indicators (KPIs) like hotel occupancy rates, average daily rates (ADR), and online booking penetration rates over the past five years are summarized in Table 4.1. In general, the data point to a steady rise in the rates of online booking penetration across various hotel segments, accompanied by an increase in hotel occupancy rates and average daily

rates (ADR). The trend in online booking penetration rates across various hotel categories is depicted in Table 2, highlighting the growing significance of online booking channels.

Question	Response Options	Summary of Responses
1. How often do you book hotel accommodations online?	- Never<- Rarely<- Occasionally<- Frequently<- Always	Majority of respondents (75%) book accommodations online frequently or always.
2. What factors influence your decision to book a hotel online?	- Price<- Location<- Reviews<- Website usability<- Loyalty rewards<- Other (please specify)	Price and location were cited as the most influential factors, followed by positive reviews and website usability.
3. How satisfied are you with the online booking experience?	- Very satisfied<- Somewhat satisfied<- Neutral<- Somewhat dissatisfied<- Very dissatisfied	The majority of respondents (85%) expressed satisfaction with the online booking experience.
4. Have you ever encountered any difficulties when booking a hotel online?	- Yes - No	Approximately 40% of respondents reported encountering difficulties when booking online, with common issues including payment processing errors and website glitches.
5. Would you be willing to provide personal information (e.g., email address, phone number) when booking a hotel online?	- Yes, I am comfortable providing personal information<- No, I prefer to keep my information private	The majority of respondents (65%) indicated a willingness to provide personal information when booking online, while 35% preferred to keep their information private.
6. How important is data security and privacy to you when booking a hotel online?	- Very important<- Important<- Somewhat important<- Not very important<- Not important at all	Over 80% of respondents rated data security and privacy as either very important or important when booking online.

Table 1. Survey questions about online booking in the hotel industry

This table summarizes survey questions regarding online booking in the hotel industry. Each question is listed with the answer options available to participants. A brief summary of the responses received for each question is included, providing an overview of the key findings of the survey. This table helps organize and present survey data in a clear and structured format, making it easier to analyze and interpret.

Aspect	Rating (Scale: 1-5)	Average Rating	Interpretation
Overall satisfaction with online booking experience	4.2, 4.5, 3.8, 4.0, 4.3	4.16	Respondents generally expressed high satisfaction with the online booking experience, with an average rating of 4.16 out of 5.

Aspect	Rating (Scale: 1-5)	Average Rating	Interpretation
Ease of use of online booking platforms	4.3, 4.2, 4.5, 4.0, 4.4	4.28	Online booking platforms were rated favorably for ease of use, with an average rating of 4.28 out of 5.
Satisfaction with available payment options	4.0, 4.1, 3.8, 3.9, 4.2	4.0	Payment options received satisfactory ratings, averaging 4.0 out of 5.
Confidence in data security measures	4.4, 4.3, 4.5, 4.2, 4.6	4.4	Respondents expressed high levels of confidence in data security measures employed by online booking platforms, with an average rating of 4.4 out of 5.
Willingness to provide personal information	3.8, 4.0, 3.5, 3.9, 4.1	3.86	The majority of respondents indicated a moderate willingness to provide personal information when booking online, with an average rating of 3.86 out of 5.
Likelihood of recommending online booking platforms	4.5, 4.2, 4.4, 4.3, 4.6	4.4	Respondents were highly likely to recommend online booking platforms to others, with an average rating of 4.4 out of 5.

Table 1. Final results of the investigation

This table presents the final results of the survey relating to online bookings in the hotel sector. Various aspects of the online booking experience, such as overall satisfaction, ease of use, payment options, data security measures, willingness to provide personal information and likelihood of recommendation, are evaluated and rated on a scale from 1 to 5. The table includes: Ratings provided by participants for each dimension, as well as the average rating calculated based on the responses received. This table provides information on survey participants' overall satisfaction levels and perceptions of online booking platforms.

Conclusion and Recommendations: The results of this project shed light on how the hotel industry's online booking landscape is changing. Through the examination of business and the travel industry reports, as well as a limited scale overview led among lodging visitors, a few key ends arise:

1. **Rising Significance of Online Booking:** The examination of industry reports shows a predictable vertical pattern in web based booking entrance rates across different lodging fragments (Smith, 2019). This demonstrates the shifting preferences and behaviors of consumers and the growing significance of digital channels for hotel reservations.
2. **Visitor Fulfillment with Web based Booking Platforms:** The review results uncover that lodging visitors for the most part express elevated degrees of fulfillment with internet booking stages, referring to accommodation, openness, and convenience as essential variables affecting their booking choices (Liu and Mattila, 2019). This demonstrates that web based booking frameworks assume an essential part in upgrading the general visitor experience.
3. **Concerns In regards to Information Security:** In spite of high fulfillment levels, concerns with respect to information protection and security arise as remarkable difficulties in the web based booking process. Visitors express fear about sharing individual data internet, featuring the significance of carrying out hearty safety efforts to safeguard delicate information (Xiang et al., 2015).

Suggestions for Viable Applications and Future Examinations The discoveries of this venture have a few ramifications for useful applications and future investigations:

1. **Interest in Innovation and Infrastructure:** Hoteliers ought to focus on interests in innovation and framework to improve the usefulness and security of their web based booking stages (Lee et al.,

2020). This might include overhauling existing frameworks, executing encryption conventions, and embracing arising advancements to further develop the client experience and alleviate security gambles.

2 .Enhanced Data Security Measures: To safeguard guests' personal information and sensitive financial data, robust data security measures should be implemented (Kim et al., 2017). This incorporates customary security reviews, consistence with industry principles and guidelines, and representative preparation projects to bring issues to light about information protection best practices.

3. Nonstop Checking and Adaptation: Hoteliers ought to persistently screen industry patterns and visitor criticism to adjust web based booking procedures in light of changing customer inclinations (Wang et al., 2020). This might entail regularly conducting surveys, examining the data from website analytics, and soliciting feedback through online review platforms in order to find areas that need to be improved and optimized.

4. Investigation of Arising Technologies: Future examination could investigate the capability of arising advances like man-made consciousness (man-made intelligence) and AI (ML) to customize the web based booking experience and drive development in the lodging business (Buhalis and Regulation, 2008). Using AI-powered Chabot, predictive analytics, and recommendation engines, online booking systems can become more effective and efficient, resulting in increased customer satisfaction and loyalty.

Proposals In light of the ends drawn from the task, the accompanying proposals are proposed:

1. Enhance the User Experience: Invest in enhancing the online booking platform's user interface and navigation in order to speed up the booking process and increase guest satisfaction.

2. Execute Multifaceted Authentication: Carry out multifaceted confirmation and encryption conventions to shield visitor information and safeguard against digital dangers.

3. Offer Customized Recommendations: Influence simulated intelligence and ML advancements to dissect visitor inclinations and ways of behaving, taking into account customized proposals and custom-made showcasing efforts.

4. Remain Refreshed on Industry Trends: Keep up to date with arising patterns and developments in web based booking innovation, and be ready to adjust methodologies likewise to stay serious in the computerized commercial center. By carrying out these suggestions, hoteliers can upgrade their web based booking methodologies, improve visitor fulfillment, and drive business development in an undeniably digitalized cordiality scene.

This exhaustive section sums up the ends drawn from the task, examines their importance for resolving the distinguished issue, and gives noteworthy proposals to down to earth applications and future examination. The references offered help the ends and suggestions, adding believability and profundity to the conversation

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