A DEEP CUSTOMER SURVEY IN ONLINE HOTEL MANAGEMENT SYSTEM

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Abstract: The purpose of this research is to convert hotel management system and make advantage of the computer to solve some of the problems which are usually deal during manual operations of the hotel management. Finding a lodge or a hotel after reaching a certain place is quite time consuming as well as expensive. Here is the importance of online hotel booking. Online hotel booking is one of the latest techniques in the present internet days that allows guest, traveler to book a hotel located anywhere in the world and that too internalization to your tastes and favor. In other words, online hotel booking is one of the worthy and admirable facilities of the internet. So, the proposed computerized system of an online hotel management system is set to find a more valid, well arranged, faster, discreet and literal means of processing the current manual system of the hotel for both near and far customer. Our projects also include the module for employee information that will generate reports for customer, employee and Bill for customer is generated when the customer will check out form hotel.

INDEX TERMS - Internet, Hotel booking system, Customer, Online, Database

I. INTRODUCTION

The hotels in India grow vigorously due to the growth in tourism and travel. Due to the growth in tourism with increasing foreign and family tourists, hotel sector is bound to grow. There is a rise of budget hotels in India to serve to the majority of the population who seek affordable stay. International companies are also increasingly looking at setting up such hotels. Variance in increase in traveler both domestic and foreign not been supported with equal number of rooms is a hidden source of opportunity for growth. With a constant growing middle class and increasing disposable income, the tourism and hospitality sector is witnessing a healthy growth and accounts for 7.5 per cent of the country\'s GDP. According to a report by KPMG, the hospitality sector in India is expected to grow at 16.1 per cent CAGR to reach Rs. 2,796.9 thousand crore in 2022. The hospitality sector encompasses a wide variety of activities within the services sector and is a major job provider both direct and indirectly. The sector attracts the most FDI (Foreign Direct Investment) inflow and is the most important net foreign exchange earners for the country. It also contributes importantly to indirect tax revenue at the state and central level which includes revenues from VAT, Service Tax, and Luxury Tax etc.

The research helps to estimate online consumer response and to examine consumers\’ motivation and plan to search and book hotel deals through online travel mediator. For this quantitative research method was employed to measure the cognitive, emotional and social factors that influenced motivation and also how motivation mediated these factors toward booking intention. The outcome indicates consumers\’ attitudes and understanding were two significant factors that influence the costumers to book hotel deals online, which in turn, affect their future purpose.

Hotel Management is to provide quality and standard services to customers that stay in the Hotel. This web site of online hotel management includes the following measures. Web page (home, events, bookroom, gallery, about, login) Login (Username, Password), Bookroom (Check in, Checkout, Rooms), Event (Birthday, Weddings, Marriage, Night) Book Event (Select event, Event date), Gallery(images of hotel), About(phone number, Email, instagram, facebook ids), View Feedback(username, rating, comments), Give Feedback.

Present days we are using computerized online system for booking hotels. This system reduce the human work by avoiding the manual system. The system is on online although there have a lot of problems which Damages customer satisfaction. They manage on their information but they dint focus on the customer and the customer needs. They didn\’t care about the customer needs and third party agents are included.

II. LITERATURE SURVEY

Some of the problems faced with the existing systems are Problems in finding hotels, not friendly approach, Problem to manage huge data and to process the necessary report and document, Improper communication with the hotels, Not available for every user due to the heavy cost. Third party agents are involved.

Trust is defined as\’ the willingness of a party to be endangered to the actions of another party based on the presumption that the other will perform a particular action important to the trust or irrespective of the ability to monitor or control that other party\’ [1]. In the case of online hotel reservations, customers make themselves vulnerable to the actions (accommodations and service provision) of the hoteliers, based upon the expectation that the hotelier will provide the service as promised on the website. This expectation is dependent on the trust customers have on the hotel\’s website, the functionality of the website, the accuracy of the information content, hotel rates, services provided, etc. Thus, trust is defined as belief, confidence or an expectation on the trusted partner (the hotel)in providing the services to customers[2] defined trust as: \"the existing element when one party has confidence in the exchange partner\’s reliability and integrity.\" [3] claimed trust to be a \"generalized expectancy,\" of how exchange partners will perform in the future referring to an element of risk. Similarly, [4], defined trust as customer\’s confidence in the quality and reliability of the services offered by the organization. The definition implies that the other party is one in which the firm has confidence [5]It is a willingness to rely on the exchange partner in whom one has confidence, reliability and integrity [6][7] ascribes the vulnerability to the firm\’s belief that the other party is competent, open, concerned and reliable. A study on consumer behaviour while booking hotel through online sites” [8] conducted by Mr. Nikhil Monga and Mr. Sanket Kaplash summarises the immense growth in past few years in online industry which some where transformed the dispersion of travel products and affected the way tourist search and purchase those products. Refunds are not credited, improper communication between the customer and hotel management
Trust has thus been viewed as [10] a belief, sentiment; [12] as a behavioral intention or expectation that reflects reliance on the other party, and [13] as something that involves vulnerability and uncertainty on one of the parties. Further, converting online visitors into buyers is one of the biggest challenges that many online hotel businesses face today. Therefore, trust can be perceived as an intentional behavior on the part of the customer’s intention to book the hotel and thus a behavior that reflects an element of uncertainty, risks and vulnerability the customer takes in trusting the hotel.

We are proposing an online hotel management system which can avoid the disadvantages in the existing system with the updated features which mainly focus on the customer satisfaction. Which supports direct communication with the customers without any third party? Refund is available with some limits this satisfies customers every facility is handled by the hotel management only without any private agents. Some of the features of proposed system are Text messenger which helps in communicating with site admin. Complaint box. Providing information about the hotel information like chefs information, Cab facilities for customer, up to some limit number of offers on room bookings, Legal information of hotels, online payments.

III. ARCHITECTURAL DESIGN OF ONLINE SERVICE SYSTEM:

This Design phase is build when the plan for how you will take your project through the rest of the SDL process from implementation, to verification, to release. During this Design phase you establish best practices to follow for this phase by way of functional and design specifications, and perform probability analysis to identify prospects and endangered in our software.

3.1 User Information process

User is the customer always trying to use the online booking system. Whatever the services added by the admin will be utilized by the user in this we have different types users like permanent user and temporary user based on the requirement and the availability of this may changes.

3.2 Authentication process

Admin is the person like owner of the hotel he/she always keep updates the system by making changes to it. The admin has a authority of viewing user details and booking details and canceling the bookings based on the previous record.
### 3.3 Demographic profile of respondents

<table>
<thead>
<tr>
<th>Slno</th>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td>MALE</td>
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<td>75.00</td>
</tr>
<tr>
<td>2.</td>
<td>FEMALE</td>
<td>50</td>
<td>50.00</td>
</tr>
<tr>
<td>3.</td>
<td>CHILDREN</td>
<td>25</td>
<td>25.00</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>

Table 1. Gender comparison process

From the above table, it is inferred that a majority (61%) of respondents belong to female group and 39% of respondents belong to Male Group with respect to their Gender.

<table>
<thead>
<tr>
<th>Sl.no</th>
<th>Age</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>18-24</td>
<td>57</td>
<td>57.00</td>
</tr>
<tr>
<td>2.</td>
<td>25-34</td>
<td>40</td>
<td>40.00</td>
</tr>
<tr>
<td>3.</td>
<td>35-44</td>
<td>2</td>
<td>2.00</td>
</tr>
<tr>
<td>4.</td>
<td>Above 44</td>
<td>1</td>
<td>1.00</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100</td>
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</tbody>
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Table 2. Age – frequency measurement

The researcher has traced out the following important findings from the study:

- Majority (75%) of respondents belong to female group.
- Majority (70%) of respondents are single with respect to their marital status.
- Majority (53%) of respondents belongs to the age group of 18-24 years.
- There is an extraordinary relationship between place of employment and travel.
- There is an extraordinary relationship between employed persons and travelling frequency.
- There is an extraordinary relationship between type of family and Preference of stay during the trip.
From the analysis, it is evident that many respondents may choose to rent a property instead of a hotel room which is clearly indicating that the shared economy accommodation aided by online websites can be done in a full-fledged manner more than what is prevalent now in India. Booking of hotels online has been increased over the past five years due to the convenience and the time saving factor which has led to some global hotel booking portals open up its venture here, in India. The Indian hotel websites must be prepared to take up a stiff competition from the foreign based websites.

As far as the information about the hotels that is being provided by the hotel booking websites, a few respondents have put forth their suggestions that, sometimes the information about the hotel are deceptive. In order to curb this, the website personnel can conduct a half yearly or annual visits to the hotels which are a part of their option amidst thousands of other hotels, to monitor whether the information provided in the website is true or false information.

IV. Conclusion

In this paper the online hotel booking system allows book rooms across different locations. The goals of this project are to reserve hotel room for customers and providing the services to users. This include utilizing offers with the easier way and reduces the time for the user and making the user more comfort with the system and making user friendly environment. In future, certain changes can be incorporated as per the requirements of the hotel implementing the system.

Those are Search of low level hotel rooms whether they are available in particular city. The system can provide the users with the facility of booking more than one room at the same time and by using his/her same user id. The registered users can get the notification of newly built conference rooms in particular areas. After strong opposition from a different environment and excess room directory, the hotel management is now well placed with the stride of room addition slowing down and domestic demand showing sure signs of stability and growth.

V. REFERENCES

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