Article Title

Online hotel's sales strategies with emphasis on web booking

Citation

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Abstract

The purpose of this paper is reflected in the detailed study of world achievements in the context of Information Communication Technology (ICT) development in online hotel sales matching empirical findings which consist of the entire process of designing and setting up rates and sales strategies. Today's hospitality industry development, in the form of hotel software solutions as well as hotel websites that participate in the sales strategies of individual hotels and hotel chains, determines the business policy of creating a rate with respect to the season, occupancy. One of the biggest challenges hoteliers regularly meet is setting currently valid rates on Online Tourist Agencies (OTA's). The reason is that any rate change must be sent to all these websites at the same time because of rate parity. Case study is based on research planned to explore the frequency of use of ICT in Croatian hotels and their online sales strategy to answer the question of where the Croatian hotels are in relation to global trends in the context of online sales and marketing. The reservation process is dependent on a large number of dynamic parameters. The synchronization process of rate placement with reservation processes depends on a number of variables that need to be considered and matched in real time with the use of the existing programs. Since the OTA's are prevalent because of their financial power to invest in marketing campaigns on the Internet, hotels are forced to cooperate with them in order to be visible. In terms of the exponential growth of online sales, investment in ICT and the use of modern online sales channels are necessary not only to enable a hotel to perform well, but also to enable it to survive on the market. The paper aims to show the importance of the implementation and modernization of the latest software solutions in the hospitality industry.

Conclusion

New trends in web booking are changing the online market and travel. New technologies make it possible for visitors to Websites to compare prices in various destinations according to a variety of criteria. It is possible to combine offerings; sophisticated Web systems recommend which action to take and they suggest the best choices; hotel guests can rate hotel services and facilities and advise other travelers about spending holidays in a specific facility. The hotel industry is getting more competitive and complex each day. Optimizing hotel revenue management strategies has become a technical task. Choosing a clear price positioning strategy for a hotel's rate policy will help strengthen the hotel's value perception to consumers. The only viable option for the hotel industry in the future is to weaken its dependence upon the OTA channel by developing direct online distribution channels which will ensure hoteliers with a long-term competitive advantage on the market. The direct online channel should always be at the heart of the Internet marketing and distribution strategies of any hotel company. Guests booking through hotel Web pages are more loyal, generate more revenue and are in the habit of travelling more often. This is the way how it is supposed to work, but because of OTA's investment in marketing campaigns, hotels are forced to spread their rates and inventory to Third Party websites to drive volume to their hotel. Today, a modern hotel that is not participating with OTAs (Online Travel Agencies) does not even exist on the market and, unless being part of some huge brand investing in both direct marketing and distribution, will never stay alive. Hotels that do not participate tend to lose their market share from those rapidly growing distribution channels. .