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COMMERCIAL ONLINE HOTEL RESERVATION SERVICES: FUNCTIONAL DISTINCTIONS AND OPPORTUNITIES FOR DIRECT BOOKING OPTIMIZATION

Abstract: Online hotel reservation systems are vital to the tourism industry, allowing travelers to seamlessly search for and book accommodations. This study examines the adoption of these systems by accommodation facilities in the Moravian-Silesian, Olomouc, and Zlín Regions of the Czech Republic. Using a representative dataset of 634 records from Q4 2023, collected through an analysis of accommodation websites, the research identifies the prevalence and types of online reservation systems in use. It also assesses the technical readiness of facilities for online bookings. The study aims to identify the most widely used reservation systems and assess how well facilities are technically prepared for online bookings. Findings reveal that Booking.com is the dominant platform, utilized by 61% of surveyed facilities, with higher adoption among hotels

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(80%) than guesthouses (56%). Among local systems, Previo, Bookolo, and Trevlix stand out as the most prominent. This study offers new insights into the digitalization of tourism services and supports the ongoing development of online reservation systems in the Czech Republic.

Key words: online hotel reservation systems, accommodation facilities, tourism, Czechia

INTRODUCTION

The topic of our article is highly relevant for several reasons. First, the internet and digital platforms are becoming increasingly central to the tourism industry. As more people search for and book accommodations online, ensuring these systems are efficient, reliable, and user-friendly is crucial. The second reason is the rapid evolution of technology and digital tools. New technological capabilities and trends such as artificial intelligence, machine learning, and blockchain offer innovative approaches to hotel booking that can improve the user experience and streamline booking processes. Another factor is competition in the tourism market. With the increasing number of online booking platforms and apps, it is important for hotel operators and booking systems to continuously evolve and offer innovative services that will attract and retain customers.

The Internet is widely recognized as the primary source for finding information and booking various types of accommodations. People frequently organize their travel based on online information, often using Google services. The growth of the sharing economy is driven by the widespread availability of digital technologies and the active engagement of people on social media platforms (Kajzar et al. 2021).

Information and communication technology (ICT) plays a pivotal role in the tourism industry. R. Cákoci (2012) provides a concise overview of the evolution and transformations in tourism driven by information technologies. The paper traces the Internet's role in tourism from its early adoption, through its rapid expansion, to its current prominence as a primary channel for information distribution, communication, and consumption in the sector.

Digital tools in the hotel and tourism industry can be categorized based on their functions. Online booking platforms like Booking.com are classified as Online Travel Agencies (OTAs), serving as external intermediaries and distribution channels. On the other hand, systems such as Previo, Bookolo, and Trevlix are Central Reservation Systems (CRSs), primarily designed to manage bookings, pricing, and room availability on the provider's side. These systems can integrate with Online Hotel Reservation Systems (OHRSSs), enabling direct bookings through a hotel's website, thereby reducing reliance on intermediaries. Additionally, some systems incorporate Customer Relationship Management (CRM) features to enhance customer relationship management, service personalization, and targeted communication. This classification of digital tools is essential for understanding their roles in distribution strategies and relationship marketing within the hospitality industry. It is essential that tourism companies around the world implement advanced marketing methods, online hotel booking systems, and innovative approaches (Kajzar 2022).

This study reviews literature on online hotel reservation systems and examines their use in selected regions of the Czech Republic, drawing on data from 634 accommodation facilities in Q4 2023. This approach offers a novel and innovative perspective on addressing challenges in this field.

THEORETICAL BACKGROUND

Tourism significantly drives global economic growth, with the accommodation sector contributing to the \$10.3 trillion (GDP) generated by the tourism industry in 2019 (Kukanja, Planinc 2023). The

tourism industry typically operates in a highly complex and dynamic environment, shaped by technical advancements, increasing consumer demand, intense competition, and modifications to distribution networks influenced by technological advancements (Avilas Hernández et al. 2023).

Today, the internet dominates how people search for accommodations, with over 50% of bookings made online. Online hotel reservation systems have transformed the booking process, providing benefits such as access to comprehensive hotel information, competitive pricing, and no additional booking fees (Lien et al. 2015). Key factors shaping consumers' intentions to book hotels online include trust, attitude, and their underlying drivers (Agag, El-Masry 2016). Additionally, ease of use, social influence, and electronic word-of-mouth significantly impact customers' online booking intentions (Mahdzar et al. 2022).

The use of online platforms for hotel reservations has surged globally, with an increasing proportion of hotel booking decisions made online (Inoyatova et al. 2018). The influence of online booking channels on the structure of the hotel industry and their practical and theoretical applications has been emphasized (Šimunić 2021). Moreover, the increasing use of technology for information searches and online purchases has driven hoteliers to adopt mobile booking technologies (Mohamad et al. 2021). Consumer perceptions of online distribution channels, pricing, and loyalty programs significantly shape brand dimensions and customer loyalty (Lee et al. 2022). Web booking engines, which offer user-friendly, browser-based self-service booking options, are particularly important. The Internet and the World Wide Web serve as foundational technologies for all e-tourism applications, with their architecture and components acting as critical enablers for online booking systems and CRS web interfaces (Goecke 2020).

A. Teng (2023) explores the significance, concept, classification, future development trends, and theoretical aspects of CRM, while also highlighting its practical applications in guesthouses. The guesthouse reservation management platform builds on a foundational system by incorporating big data models to manage client relationships, organize client information, address client needs, establishing client value models, and create client use range models.

Hotel booking reservations can be classified into various channels based on the methods used for making them. Y. Yang and J. Kim (2022) found that business travelers are more likely to use direct online hotel reservation channels for their bookings. R. Law et al. (2007) highlighted the integration of hotel bookings into the internet as a major trend in the travel industry. Furthermore, D. Buhalis and R. Law (2008) emphasized the shift towards customers independently making online room reservations, reducing reliance on travel agencies (Kajzar 2021). This indicates the prevalence of direct online reservations and third-party booking apps in the hotel industry. C. Lee et al. (2016) identified three types of booking reservations based on timing: same-day bookings, 14-day advance bookings, and 30-day advance bookings, highlighting varied timeframes for hotel reservations. Additionally, M. Falk and M. Vieru (2018) focused on the hotel guest cancellation behaviour, providing insights into the dynamics of reservation cancellations. Together, these studies illustrate the diversity of hotel booking methods, including direct online reservations, third-party apps, different booking timeframes, and cancellations considerations. Furthermore, B. Sparks and V. Browning (2011) emphasized the impact of online reviews on hotel booking intentions, underscoring their significant influence on the decision-making process for reservations. This suggests that online reviews play a significant role in shaping hotel booking reservations.

The analysis of online hotel reservation systems in selected regions examines various factors influencing their adoption and use. Wang et al. (2016) investigated factors affecting hotels' adoption of mobile reservation systems, emphasizing the technology-organization-environment framework. Additionally, Jeong and Shin (2019) highlighted how the complexity of mobile applications impacts the adoption of mobile hotel reservation systems. These studies illuminate the technological and organizational factors driving the adoption of mobile reservation systems in the hotel industry. C. Morosan and M. Jeong (2008) explored users' perceptions of various hotel reservation websites, offering insights into the factors shaping user preferences. M. Ruiz-Molina et al. (2013) examined the role of informa-

tion and communication technology (ICT) in tourist destinations, highlighting how online advertising, viral marketing, and the development of online reservation systems attract potential customers and boost hotel bookings. Furthermore, J. Sanchez and A. Satir (2005) provided a statistical analysis of hotel yield management across different reservation modes, demonstrating significant revenue gains from transitioning from offline to online booking systems.

R. Nathan et al. (2020) explored the impact of technology on tourist behaviour and experiences, highlighting the increasing adoption of technologies, including online reservation systems, in the hospitality industry. Similarly, H. Kim et al. (2012) emphasized the positive influence of compatibility, hotel size, ICT proficiency, and critical mass on the adoption of mobile hotel reservation systems. Together, these references offer valuable insights into the technological, organizational, and environmental factors shaping the adoption and usage of online hotel reservation systems.

A. Pateli et al. (2020) emphasized the significance of compatibility, firm size, technological proficiency, and critical mass in the adoption of mobile hotel reservation systems, while B. Brotherton (2004) discussed the critical success factors in UK budget hotel operations, shedding light on the factors influencing the successful implementation of reservation systems in the hospitality industry. Additionally, J. Rong et al. (2009) provided a contrast analysis of online hotel web service purchasers and browsers, offering insights into consumer behaviour regarding online hotel reservations.

The importance of online reviews and service quality in influencing consumers' intentions to use online reservation systems was highlighted by M. Wu (2018) and R. Law and C. Hsu (2005), indicating the influence of online reputation and website attributes on consumer decision-making. Moreover, S. Khwaldeh et al. (2020) focused on the impact of mobile hotel reservation systems on users' continued engagement, offering valuable insights into the factors influencing the perceived usefulness of adopting mobile reservation systems in the hotel sector.

POPULAR BOOKING ENGINES

Several globally popular booking engines, including Booking.com, Expedia, Google Free Booking Links, and Airbnb, are widely recognized. Additionally, in the Czech Republic, local booking engines such as Bookolo, Previo, Plazaro, and Trevlix are also prominent.

Bookolo¹ booking engine is a solution that is implemented on the hotel website by the hotel's webmaster. Implementation of this booking engine is fast and straightforward, as it can be integrated into a hotel website via an iframe or a new window. Bookolo booking engine is fully responsive, allowing guests to book a room or package in just a few steps from any device.

The Previo² booking engine is a comprehensive accommodation booking system that aggregates offers from various online portals while also serving as front-desk software for smaller hotels and guesthouses. Developed since 2004, it is the leading hotel system in the Czech market, used by 3,918 accommodation facilities as of January 1, 2024. Previo, optimized for all devices, ensures a seamless booking experience in over 10 languages, allowing guests to book from anywhere with consistent functionality. Previo clients get up to 30% more direct bookings.

Plazaro³ is a comprehensive hotel reservation system for complete accommodation facility management. Launched by Apps Dev Team in Brno, Czech Republic, the company has been developing websites, information systems, and mobile and desktop applications since 2007. Plazaro was developed in 2012.

¹ <https://www.bookolosystem.com/en/booking-engine> (accessed: 18.01.2024).

² <https://www.previo.cz/en/booking-engine> (accessed: 17.01.2024).

³ <https://www.plazaro.com/en/about> (accessed: 1.02.2024).

The Trevlix⁴ booking engine is an online reservation system for websites, optimized to streamline booking process for guests and maximize the number of completed bookings. Trevlix is also a Google Connectivity partner, and hotels can get more direct bookings without commission fees from Google as well. It also supports integration with booking platforms such as Booking.com, Expedia, Google Free Booking Links, and Airbnb. It is also possible to export occupancy data to other catalogs with the iCalendar module.

DATA AND METHODS OF RESEARCH

The Czech Statistical Office⁵ provides a comprehensive database of accommodation facilities, including tables with accommodation facilities in different regions. For this study, we selected three regions and included a sufficiently large representative sample of data. The analysis draws on 634 records of accommodation facilities from Q4 2023. The data was obtained through an examination of their websites. The research focuses on analyzing the most useful online hotel reservation systems in the following regions:

- Moravian-Silesian Region (217 records),
- Olomoucky Region (173 records),
- Zlinsky Region (244 records).

Table 1. Database of accommodation facilities in selected regions

Region	Total Amount	Our dataset	Percentage share
Moravian-Silesian	744	217	29.17%
Olomoucky	585	173	29.57%
Zlinsky	568	244	42.96%

Source: own processing according to Czech Statistical Office.

Table 1 presents a database of accommodation facilities in selected regions of the Czech Republic. Moravian-Silesian has a total volume of 744, our dataset includes 217, representing 29.17% of the total. This means that our data covers approximately one-third of the economic data of this region. The situation is different in the Zlinsky Region. Although our dataset includes 244 facilities, which is a relatively high number, out of a total of 568, it represents a larger share, namely 42.96%. This shows that our data includes a larger portion of economic information for Zlinsky region compared to the other two regions.

This fact is also confirmed by the Chi-square goodness-of-fit test. At a 5% significance level, the hypothesis that accommodation facilities are evenly distributed across the three regions was tested. The value of the test criterion is equal to 12.1, compared to a critical value of $\chi_{0.052}(2) = 5.99$. Since the critical value lies in the critical range, we reject the null hypothesis. We can therefore say that the number of accommodation facilities is not evenly distributed across these three regions.

To identify the online reservation system used on accommodation websites, we deployed the following procedure: we first searched for the logo of the hotel reservation system, which is often displayed on the website, or checked for the presence of a reservation form. If it was not possible to find the logo

⁴ <https://www.trevlix.com/> (accessed: 12.01.2024).

⁵ <https://vdb.czso.cz/huz/index.jsp> (accessed: 15.01.2024).

of the reservation system on the website, then we examined the website's source code. Based on the source code, it was possible to find the technical solution in most cases.

The research introduces a novel and innovative approach in the field of online booking systems because:

- it represents a new and innovative approach to solving the problem, as there is currently no overview within the Czech Republic of the extent to which selected tourism facilities utilize online booking systems or the types of systems they employ,
- it focused on an area that is currently under-researched,
- it offering new insights into the behaviour of selected tourism facilities and the functionality of online booking systems,
- and research in this field can help build the foundations for the future development of online reservation systems, both in the Czech Republic and beyond.

Given the significance of the subject matter and the issues articulated within this article, the study focuses on addressing the following research questions:

RQ1: What are the most common reservation systems used in accommodation facilities in the research in selected regions of the Czech Republic?

RQ2: Do most accommodation facilities in the selected regions of the Czech Republic lack technical solutions for managing online hotel reservations?

RESULTS OF THE SURVEY

In this section we present the results of the analysis of online hotel reservation systems in selected regions of the Czech Republic.

The analysis begins with an examination of Booking.com usage. As an Online Travel Agency (OTA) platform, Booking.com was utilized by 385 of the 634 accommodation facilities surveyed, representing a 61% share. Conversely, 249 facilities were not registered on Booking.com, accounting for 39% of the total.

The representation of Booking.com in categories such as hotel and guesthouse was then examined. There were a total of 256 hotels in the data sample, of which 205 (80%) are on Booking.com and 51 (20%) are not. There were a total of 282 guesthouses in the data sample, of which 159 (56%) are on Booking.com and 123 (44%) are not. Based on these data, it can be concluded that hotels have a higher percentage of representation on Booking.com than guesthouses.

Based on the research, we also found that the adoption rate of modern reservation systems can also vary depending on the type of ownership of the accommodation facility (independent vs. chain). Although the majority of the analyzed facilities fall into the category of independent businesses, a smaller proportion (e.g. chain hotels within chains) showed a higher level of digitalization and more frequent use of complex commercial systems. These establishments tend to implement not only reservation systems, but also integrated modules for service, payment, and review management.

Independent establishments, which represent the majority of the sample, often have more limited budgets and less advanced technical infrastructure compared to chain hotels. This is also reflected in the way they approach online bookings:

- frequent reliance on simple forms of booking: many of these establishments use basic booking forms or no system at all – communication with customers is often via email or phone,
- less integration with OTA platforms: independent operators tend to be less active on international booking portals such as Booking.com or Expedia, partly due to the commissions these portals charge, but also due to unfamiliarity with their administration,

- lack of know-how: knowledge of online marketing, dynamic pricing management and website optimisation is often limited among independent operators.

On the other hand, hotels belonging to larger chains show significantly higher level of digitalization and technological infrastructure. This type of business is characterised by standardisation of services and efficient operational management, including online booking systems:

- centralized systems and IT support: chain hotels typically employ unified, centralized reservation systems integrated to others, such as CRM, loyalty program management, and revenue management systems,
- high visibility on OTAs: These facilities are present on all major global distribution channels (GDS) and on the largest OTA portals, ensuring maximum reach to a wide range of clientele,
- marketing and brand advantage: With branded umbrella and marketing support from headquarters, these hotels have an advantage in credibility, visibility, and quality of web interface.

There are also various technical solutions for managing hotel reservations. A booking engine is a software tool that allows customers to make direct online bookings through a hotel or accommodation website. This system serves as an intermediary between the guest and the hotel's database, where information on room availability, rates, and special offers are stored. It allows guests to check room availability, view rates, and securely complete the booking process securely. Another more technologically obsolete option is a simple reservation form. The reservation form serves as a tool for both guests and accommodation providers. For guests, it provides a straightforward way to communicate their needs and preferences. For accommodation providers, it streamlines the booking process, helps in managing room inventory, and ensures guest expectations are met effectively. A well-designed and user-friendly reservation form contributes to a positive booking experience for guests while facilitating efficient operations for the accommodation provider.

One can see different technical solutions hotels are managed for reservations based on our accommodation website analysis.

Table 2. Technical solutions dealing with online hotel reservations in selected regions of the Czech Republic

Technical Solution	Number of accommodation facilities	Percentage share
No system	268	42.3%
Top commercial systems	194	30.6%
Reservation form	123	19.4%
Own system	29	4.6%
Booking based on WordPress	18	2.8%
Not detected	2	0.3%

Source: own elaboration.

Based on the data analysis, it can be seen that there is a large group of accommodation facilities do not use any booking systems. This category, labelled “no system”, indicates that bookings in these facilities can only be made by email or by phone. The second large group is typical of accommodation facilities that use one of the commercial reservation systems. This group of systems is analyzed in more detail in Table 3. Almost a fifth of accommodation facilities still use the more outdated method of reservation forms. Only less than 5% of accommodation facilities use custom, self-programmed solutions, while under 3% of use a solution built on the Wordpress Content Management System and its plugins.

Furthermore, a Chi-square goodness-of-fit test was conducted to test the hypothesis of whether the number of accommodation facilities depends on the technical solution (e.g., no system, top commercial systems). In this case, the value of the test criterion is 9.2, the critical value $\chi_{0.052(2)} = 5.99$, and therefore we reject the null hypothesis. We can therefore state that the number of accommodation facilities depends on the above-mentioned technical solution.

We can see in the following Table 3 the main online commercial hotel reservation systems in selected regions of the Czech Republic.

Table 3. Top online commercial hotel reservation systems in selected regions of the Czech Republic

Name of system	Number of accommodation facilities	Percentage share
Previo	90	14.2%
Bookolo	22	3.5%
Trevlix	12	1.9%
BetterHotel	7	1.1%

Source: own processing.

Table 3 shows that Previo is the dominant accommodation system with a 14.2% market share. Bookolo and Trevlix follow with 3.5% and 1.9% respectively. BetterHotel has the smallest market share with 1.1%. Previo has more than 4 times the market share of Bookolo.

The three largest CRS systems (Previo, Bookolo and Trevlix) together account for 19.6% of the market; the remaining 80.4% of the market is split between smaller systems.

Furthermore, a Chi-square goodness-of-fit test was performed to test the hypothesis of whether the number of accommodation facilities depends on the reservation system (Previo, Bookolo, Trevlix). In this case, the value of the test criterion is equal to 20.84, critical value $\chi_{0.052(2)} = 5.99$, and therefore we reject the null hypothesis. We can therefore state that the number of accommodation facilities depends on the reservation system.

However, the mere mention of these systems without deeper analysis does not provide a sufficient explanation of why these systems dominate the market. For this reason, it is useful to include a comparative overview of their key features, which could include, for example:

- pricing structure: Previo is perceived as an affordable solution, especially for smaller and medium-sized businesses, offering a flexible licensing model (e.g. according to the number of rooms or type of facility); Bookolo is often cost-effective for operators with their own websites that want to integrate a booking tool;
- functionality and technological capabilities: Previo offers comprehensive features including channel manager, reception management, guest registration, connection to EET, or integration with the web; Bookolo focuses more on an elegant web interface with a simple online booking module and easy integration with WordPress; Trevlix is known for its simplicity and intuitive operation, which makes it attractive for smaller guesthouses.

These aspects help to better understand why Previo has such a significant advantage over other systems. Future research should analyse in more detail the user preferences and possibly the decision-making processes of accommodation operators that lead to the choice of a particular system. Such an analysis would contribute to a deeper understanding of the competitive dynamics in the market for hotel reservation systems in the Czech Republic.

Other online commercial reservation systems with less than 1% market share are Agnis, Savarin, Plazaro, Bookassist, Deneb, Secure hotel-booking, D-EDGE, Ajax, Profitroom Booking Engine, WuBook, Quick Book, Mevris, Hopen, Hotelwize or Reenio.

It would be useful to analyse the data over a longer timeframe to see if trends are changing. It might also be interesting to analyse the data by type of accommodation (e.g. hotels, guesthouses, apartments).

Possible questions for further research are: What factors contribute to the dominance of Previo? What are the strengths and weaknesses of each system? What trends are influencing the accommodation systems market?

One of the main opportunities to improve online booking systems is the implementation of advanced technologies for offer personalisation. Personalised recommendations and offers can significantly increase customer satisfaction and loyalty.

Transparency is a key element of user trust in online booking systems. Research should focus on creating tools and mechanisms that provide users with a clear overview of pricing policy, actual availability, and other relevant information. This increases the transparency of the booking process and minimises the possibility of confusion or unexpected charges.

Collaboration between different players in the tourism industry and efforts to standardise processes can lead to improved interoperability between different booking platforms. This would make it easier for users to move between different systems and could help create a more unified experience for users.

The use of new technologies such as artificial intelligence (AI) and blockchain can significantly improve the efficiency and security of online booking systems. AI can be used to analyse data and provide personalised tips, while blockchain can provide a secure and transparent record of bookings and payments.

DISCUSSION

Online hotel reservation systems are a key element of the modern tourism industry, providing users with quick and convenient access to a wide range of accommodation options. Although there has been a rapid increase in the use of online hotel booking systems globally in recent years, in selected regions of the Czech Republic there are currently over 40% of selected tourism facilities without online hotel reservations. When selected tourism businesses implement online hotel reservations, then users appreciate the ability to easily compare prices, reviews, and availability, which enhances their ability to make quick and efficient decisions.

Based on the available literature and own research, we identified several possible reasons why some accommodation entrepreneurs have not implemented online booking systems, for example:

- financial constraints: small guesthouses or family-run accommodations may perceive the implementation of a professional online booking system as costly, both in terms of upfront investment and in terms of recurring fees for operation or commission on bookings,
- lack of digital skills: some operators lack the necessary technological skills or may be concerned about the complexity of managing online systems and therefore prefer traditional forms of booking such as telephone or email,
- strategic choices: some properties may purposefully choose a more personal approach to customers without using large global systems to maintain authenticity, build a direct relationship with guests, and avoid reliance on third parties.

Another key topic of discussion is the impact of online booking systems on traditional booking methods. While these systems offer many advantages, they can also displace smaller businesses and undermine local markets. An important topic is the issue of fair competition and how to ensure that online booking systems do not damage market diversity.

With the increasing amount of personal information users provide during bookings, it is essential to ensure that a sufficient level of protection is provided and that the relevant legal standards are respected.

In terms of future research, it is important to investigate innovative technologies that can improve online booking systems while addressing the problems identified. This may include the development of artificial intelligence for personalized offers, the improvement of algorithms to ensure fair competition, or the implementation of more secure data management systems. Discussion about further research will move in the direction of comparison with regions of the Slovak Republic. Looking ahead, it may also be interesting to compare whether the representation of booking forms will decrease at the expense of complex online booking systems. It is also interesting to discuss the fact that online hotel reservation systems can enhance the booking experience for users and contribute to the overall success of the hospitality industry.

OHRs research has the potential to help hotels better understand these systems and use them to maximize their business results. Specific areas of research that could be beneficial include:

- Research on the effectiveness of different types of OHRs: What types of OHRs are most effective for different types of hotels?
- Research on the impact of OHRs on customer experience: How do OHRs impact the customer experience?
- Research on the environmental impact of OHRs: How do OHRs impact the environment?

Overall, online hotel booking systems are bringing many positive changes to the tourism industry. However, it is crucial to address the challenges posed by this technology in order to achieve sustainable and ethical development. Cooperation between government institutions, industry players and academia is essential to find optimal solutions that promote innovation while protecting the interests of users and businesses.

CONCLUSION

This article was devoted to the research of using hotel reservation systems in accommodation facilities in selected regions of the Czech Republic.

Given the importance of the topic and the problems formulated in this paper, the main focus was on addressing the subsequent research questions.

RQ1: What are the most frequently used reservation systems in accommodation facilities in the selected regions of the Czech Republic?

The top specialized localized online hotel reservation systems in selected regions were Previo, Bookolo, and Trevlix. We can still find accommodation facilities that use technically obsolete technical solutions in the form of ordinary reservation forms. It is also still possible to find accommodation facilities that offer the possibility of booking only by phone or email. This is especially the case for small guesthouses, cottages or campsites. An important aspect is that the Booking.com platform is an OTA, while the systems analysed are stand-alone CRS/CRM/OHRs solutions for direct sales. This fact underlines the different position of these tools in the online distribution framework.

RQ2: Most accommodation facilities included in the research in selected regions of the Czech Republic do not have technical solutions dealing with online hotel reservations.

Data analysis reveals that a significant number of lodging establishments do not make use any booking tools. The term “no system” refers to the fact that reservations for lodging in this establishment can only be made via phone or email. The second sizable category is representative of lodging establishments that utilize commercial reservation platforms.

This remarkable dynamic shows the diversity in the approach to booking accommodation, with one group preferring traditional methods of communication while the other uses modern technological solutions. This variability may be the result of a variety of factors, including customer preferences, technological availability, or strategic decisions made by the accommodation operators themselves.

For further in-depth analysis, it is crucial to understand the advantages and disadvantages of each of these approaches. While “no system” may offer more personal and customized interactions with guests, the use of commercial booking platforms may in turn deliver more efficient booking management and a wider reach of potential guests.

The insights gained can serve to better understand market dynamics in the accommodation services industry and serve as a basis for formulating strategies to improve booking processes and the overall guest experience.

Implementation of the selected proposed measures can lead to significant improvements in the efficiency, reliability and user satisfaction of online hotel reservation systems. However, their successful implementation requires careful planning, investment in technology and ongoing analysis of user feedback. Maintaining security and privacy is also an important aspect to ensure that customers retain confidence in these systems. Future research and innovation should focus on these areas to enhance the competitiveness, user experience, and security of these systems.

Overall, although online hotel booking systems have already brought about significant changes in the tourism industry, there are still many opportunities for improvement.

There are many factors in how to choose an appropriate hotel reservation solution. We can mention a wide range of factors, including technological complexity, price and cost conditions, user perceptions, yield management, consumer behavior, and the impact of mobile reservation systems on continuous usage.

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