

## ACCOMMODATION BOOKING ATTRIBUTES OF SELECTED TOURISM WEBSITES: A COMPARATIVE STUDY

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### ABSTRACT:

Online Hotel Reservation System has become popular and many tourists are booking accommodation using service providers' websites. The quality of the websites plays a critical role in attracting the tourists to book the hotel rooms and other services. Attributes like information sufficiency, information transparency, ease of use, compatibility, and interactivity are the important factors analyzed for this study. The main objective is to study the quality of the accommodation booking information provided in tourism websites, and to identify bright spots and shortcomings in the information provided and to suggest the improvements to be made to the websites. The study is limited to the websites of Andhra Pradesh, Tamil Nadu, Karnataka and Kerala Tourism Development Corporations, using selected parameters. The present study is descriptive in nature and secondary source of the data is used. It is concluded that the information provided in all the four websites is transparent, and to a moderate extent embraced technological advancements. Interactivity and information sufficiency are the areas which need improvement.

**KEYWORDS:** Accommodation Booking, Hotel Website Dimensions, Online Hotel Reservation, Tourism Development Corporation, Website Attributes.

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